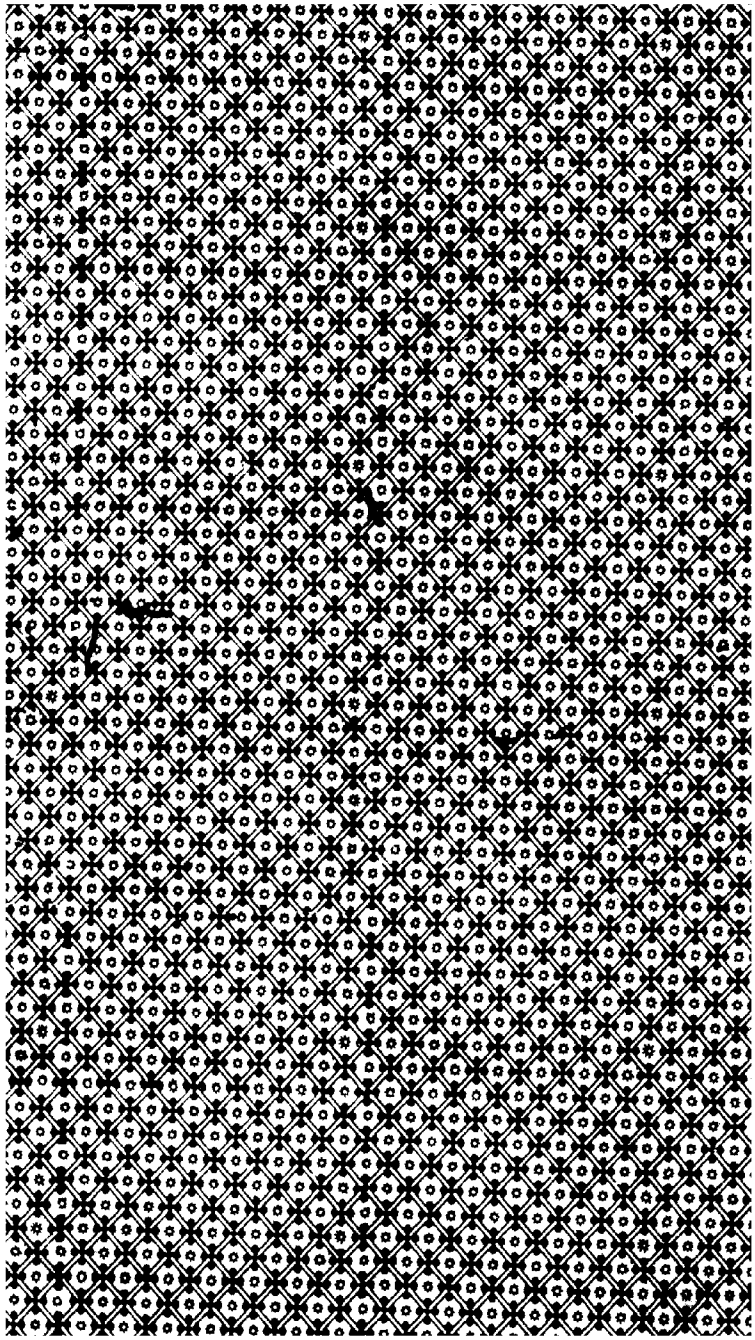
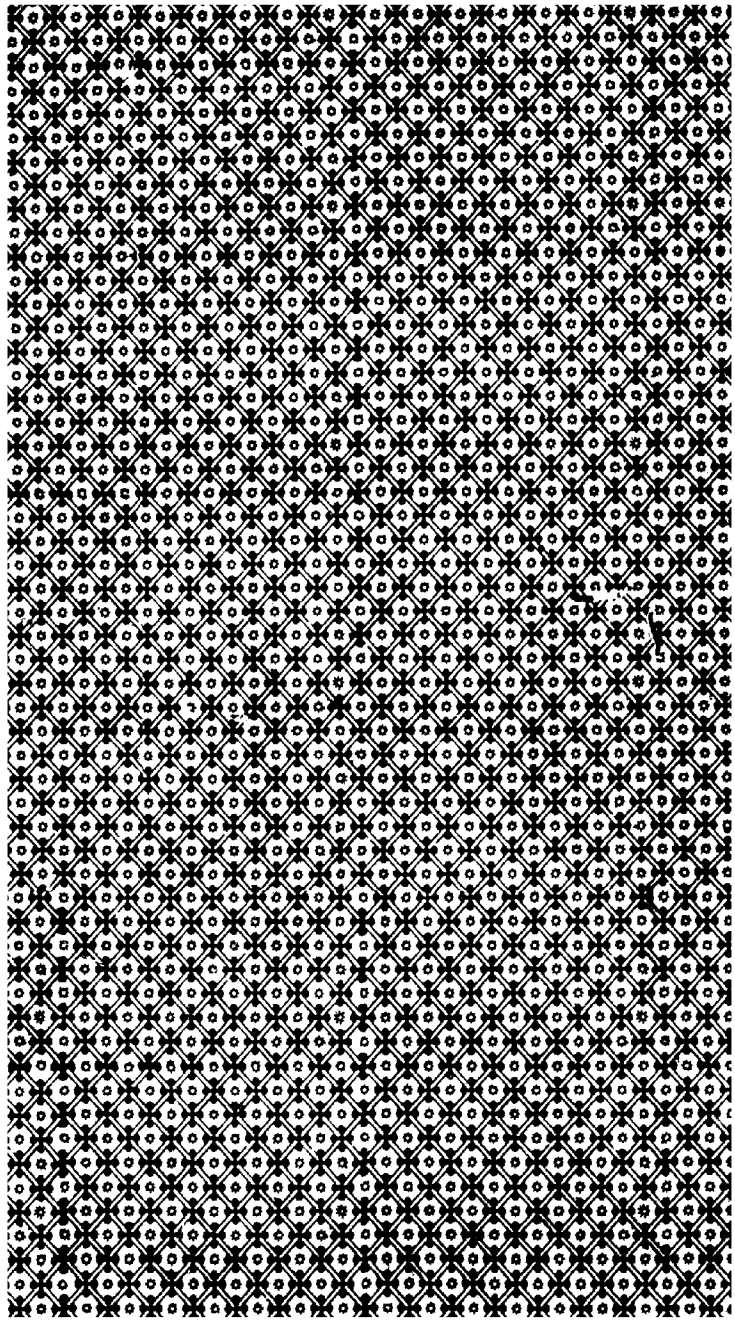




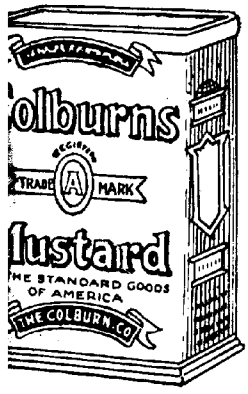
You Can Prove by Four Simple Tests the Quality of

Colburn's Mustard

Famous "Ⓐ" Brand *Fanciest "DSF" Quality*

YOU may not be a chemist but you can make four simple tests that will prove beyond the question of a doubt the superior quality of Colburn's mustard.

Mix with water some of the perfectly milled Colburn mustard flour just as it comes in the can to your counter —stir into a smooth paste, then—



Test it for color—note its bright, golden yellow

Test it for flavor—you get the rich, genuine mustard taste.

Test it for milling—the glossy smoothness of the paste shows expert milling through finest silk bolting cloth.

Test it for pungency—it has the essence of mustard value—the snappy strength and true mustard tang.

These are characteristics of Colburn's—the best mustard in the world. Good grocers sell it because they have known it since 1857 as

The Standard Mustard

With our enlarged production we are ready to fill all orders immediately

he A. COLBURN CO., Philadelphia

ard	Cooking Herbs	Flavoring Extracts
es	Pickling Spices	Other Condiments

Send For Your Set

Many kind words have been addressed to us as a result of the four impressive color-advertisements in the April-July issues of The Tea and Coffee Trade Journal.

But our object was not so much to win applause as to show our friends what has actually been accomplished by using

The UNION DUPLEX BAG

—as a fancy shelf-package. Our hope was to exhibit the article at its best (in its filled and finished condition) and to indicate something of the facilities and organization behind it.

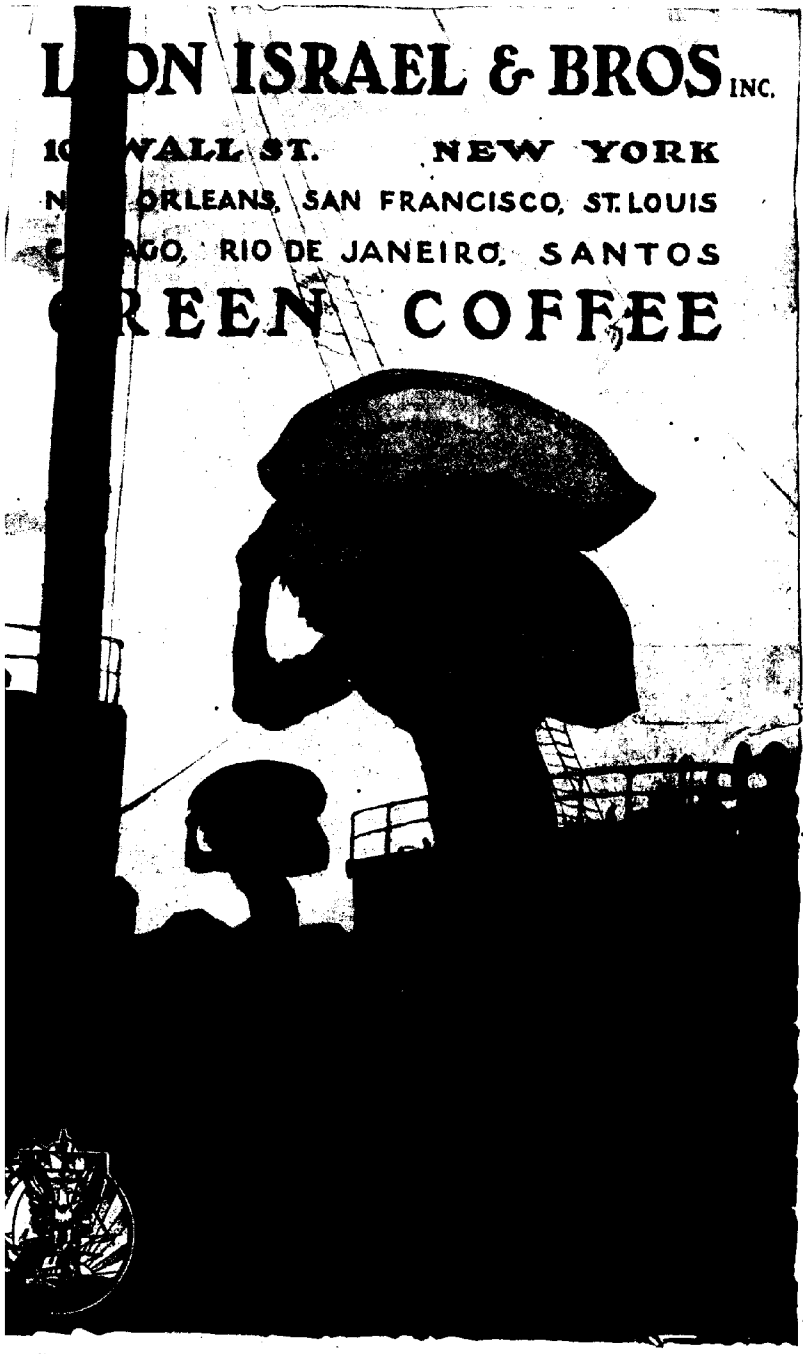
Naturally it was in a way unsatisfactory to do this by means of *pictures*. Faithfully as the pictures of the bags were made, we would prefer to exhibit the actual packages themselves.

In the course of the advertising, several Merchants wrote in for a sample of the single package appearing in the current month's display, or for the group of four packages displayed in the July insert. For all of these Merchants, and for those who have not so far asked for samples, we have reserved a *complete* set of the advertisements and corresponding samples of the bags.

This makes an interesting means of comparing pictures and actual goods—both for the Merchant who has never used bags and the Merchant who is not satisfied with the bag he is now using.

A postcard request today will bring you your set

UNION BAG & PAPER CORPORATION
Makers of All Manner of Paper Bags
PRINCIPAL OFFICES • WOOLWORTH BUILDING • NEW YORK CITY


L ON ISRAEL & BROS INC.
10 WALL ST. NEW YORK
N ORLEANS, SAN FRANCISCO, ST. LOUIS
C AGO, RIO DE JANEIRO, SANTOS
REEN COFFEE

Are you a

Green Coffee BUYER

or a

GREEN Coffee Buyer

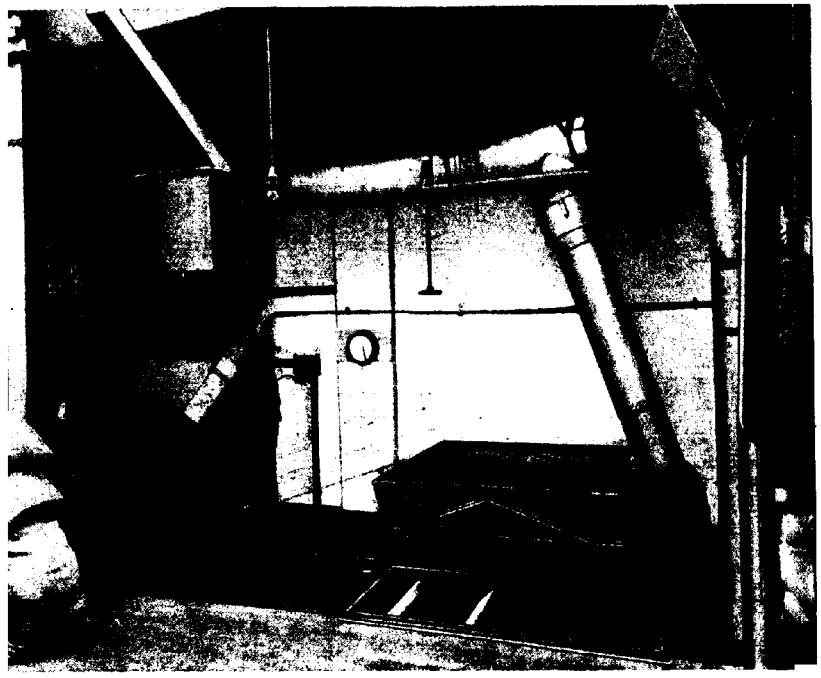
?

The experienced buyer does no guessing but ascertains real coffee values by making full use of Burns cup-test equipment

Sample Roaster
Sample Grinder
Revolving Table
Kettle and Cuspidor

a line of apparatus so well suited to trade needs that the wise users of it can see clearly why Burns equipment for wholesale coffee roasting should dominate that field also

JABEZ BURNS & SONS BURNS TRADE MARK EQUIPMENT 11th Av. & 43d St. NEW YORK



Are you a Roasted Coffee Producer?

If so, you owe it to yourself to get acquainted with equipment like this Jas. Van Dyk Co. plant, at 50 Barclay St., New York, which was installed last year. The erection of similar plants, having our patent Jubilee roaster and Flexarm cooler, has been going on all over the country as fast as the apparatus could be delivered. For the fact is that an experienced coffee man needs only to watch the turning out of one roast in these plants to see that a new standard has been attained for the wholesale production of roasted coffee with gas fuel.

THE JUBILEE COFFEE ROASTER
produces
FINER ROASTS WITH LESS GAS

JABEZ BURNS & SONS | BURNS TRADE MARK EQUIPMENT | 11th Av. & 43d St. NEW YORK

Lambert Peanut Butter Machinery

Our extended experience in the designing and manufacturing of Peanut Butter Machinery as well as in the manufacture of Peanut Butter is at your service.

Our complete plants include the following units:

Roasters **Grinders**
Coolers **Mixers**
Stoners **Elevators**
Cleaners **Conveyors**
Blanchers **Aspirators**
Storage Tanks
Automatic Salters
Automatic Bottle Fillers

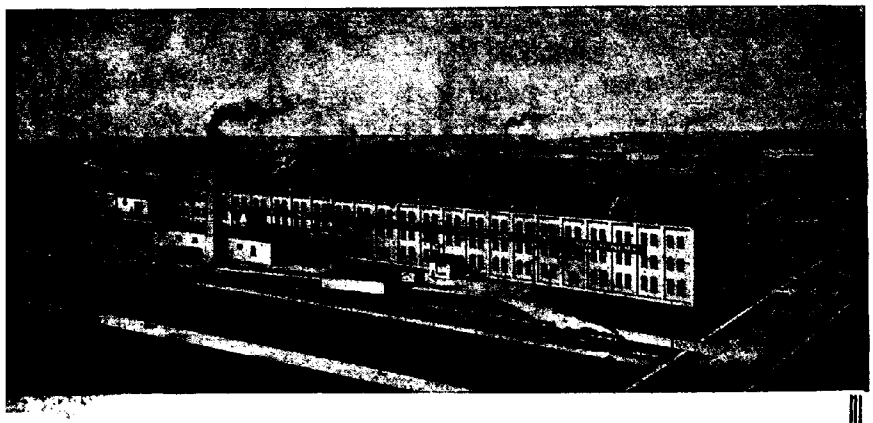
Lambert Peanut Butter Machinery excels in completeness and mechanical perfection of details.

A complete engineering plant saves time and money.

Lambert Machine Company

MARSHALL, MICHIGAN

"Pioneer Manufacturers of Peanut Butter Machinery"



Home of the "Lambert" Line

The above cut visualizes the home of the "Line that Excels." This modern plant is devoted to the manufacture of a complete line of coffee roasting and peanut butter making machinery. The facilities offered by this up-to-date factory and our best engineering skill are exclusively devoted to the manufacture of these two lines of machinery. The plant is fully equipped with a view to turning out the best possible machines at lowest prices consistent with thorough workmanship.

The home of the "Line that Excels" represents years of endeavor. The Lambert Company is a pioneer in the manufacture of indirect flame gas coffee roasters, and also peanut butter machinery.

We are prepared to design and build to order complete plants for the manufacture of peanut butter or for roasting coffee. Preliminary plans and estimates submitted for the asking.

Lambert Machine Company

Marshall **Michigan**

A New Coffee Machinery Catalog

Send for It

Our catalog No. 64 is ready for mailing. Every user of coffee machinery should have one on his desk for ready reference.

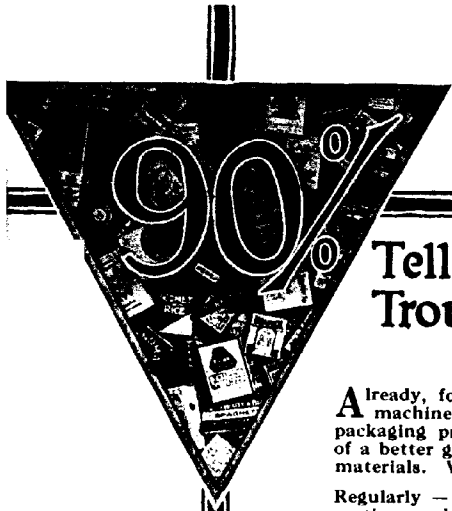
It illustrates and describes the complete "Monitor" line of coffee machinery, which includes every unit needed in the up-to-date coffee roasting establishment. You may have a copy for the asking.

In a series of advertisements in this paper, to be published during the next few months, we will illustrate and describe some of the more important coffee machinery units. We believe these announcements will give coffee roasters a new conception of the extent of the "Monitor" line, also its utility and economy.

Don't fail to send for your copy of Catalogue No. 64

HUNTLEY MANUFACTURING CO.

Silver Creek **New York**



Tell Us Your Packaging Troubles—*We'll Remedy Them*

Already, for the packers of 90% of the world's machine-packaged goods, we have solved difficult packaging problems—giving them greater output of a better grade at tremendous savings in men and materials. We can do as much for you.

Regularly — dependently — economically — Pneumatic machinery will give you a daily output ranging from 15,000 to 18,000 uniformly accurate sanitarily filled, and securely sealed packages. It will replace 5 to 40 operators—thus saving enough labor cost in one year to pay for its installation. Much valuable material will be saved.

Pneumatic packaging machinery is built in units, each complete in itself, to perform some particular operation, yet designed to harmoniously run as a system. You may buy units as needed, like sections of a book-case.

The Pneumatic System automatically lines, weighs, fills, seals, wraps, and dates cartons for sugar, cocoa, coffee, tea, rice, spices, cereals, currants, confectionery, macaroni, flour, tapioca, salt, soap flakes, baking powder, etc.

Put *your* problem up to one of our packaging experts. Have him show you how the Pneumatic System will enable you to get better packages—more of them—and at lower cost.

PNEUMATIC SCALE CORPORATION, Ltd.

NORFOLK DOWNS, MASS.

BOSTON NEW YORK CHICAGO

112-7

Pneumatic Automatic Packaging Machinery

The Old Way
Unscientific—Unsatisfactory

The New Way
Sanitary—Scientific

How to Increase Tea Sales

A national co-operative tea propaganda is proposed. We hope it will materialize. There is a wonderful opportunity to increase tea consumption in the United States.

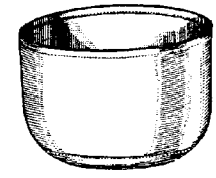
One good way to increase the demand for tea now is to make certain that tea is properly made and served in restaurants and tea rooms. Pack your tea for restaurant and tea room use in our individual tea bags and watch your tea sales grow. These bags offer the most sanitary and scientific tea brewing method.

The cuts on this page illustrate our complete line—individual cotton tea bags and coffee urn bags. We are packing these specialties for some of America's largest tea merchants. May we send you samples?

National Urn Bag Company

174-176 East 104th Street **New York**

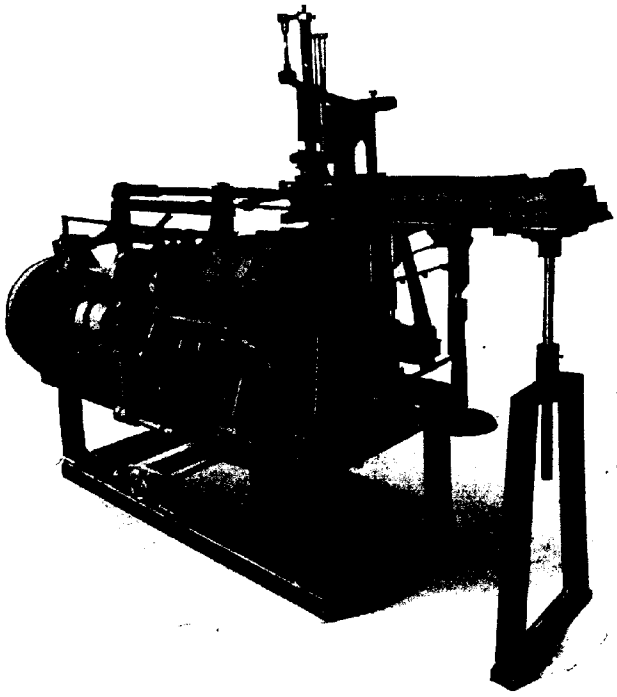
Individual
Tea Bag



Urn Bag or
Leacher Bag

A DEPENDABLE MACHINE FOR

LABELING SQUARE CANS AUTOMATICALLY



Model 64/20, built on famous Jagenberg "Drum" System

Labeled cans remain sufficiently dry for immediate packing.
Output 34-36 neatly labeled cans, square or rectangular, per minute.
Labels are coated all over with adhesive, creating air-tight effect.
Machine adjustable to several sizes, whether cans or boxes.
Used with cocoa, spice, tea, coffee cans and packages.

Jagenberg Machine Company, Inc.

PACKAGE AND LABELING MACHINES FOR MOST PURPOSES

Office, 131 W. 24th St. New York

(Near all leading RR. Stations)

CARTER, MACY & COMPANY, Inc.

ESTABLISHED 1850

BRANCH OFFICES
BALTIMORE
BOSTON
CHICAGO
CINCINNATI
HARTFORD
INDIANAPOLIS
LOS ANGELES
MILWAUKEE
NEW ORLEANS
PHILADELPHIA
PITTSBURG
PROVIDENCE
ROCHESTER
SAN FRANCISCO
SEATTLE
ST. LOUIS
ST. PAUL
TOLEDO

FOREIGN BRANCHES
SHIDZUOKA, JAPAN
YOKKAICHI, JAPAN
SHANGHAI, CHINA
HANKOW, CHINA
TAIPEH, FORMOSA
COLOMBO, CEYLON
CALCUTTA, INDIA
BATAVIA, JAVA
LONDON, ENGLAND
BARCELONA, SPAIN
MELBOURNE, AUSTRALIA
SANTIAGO, CHILE
COPENHAGEN, DENMARK
MARSEILLES, FRANCE

Carter, Macy & Company
of Canada, Limited
Montreal
St. John, N. B.
Toronto
Winnipeg
Hamilton

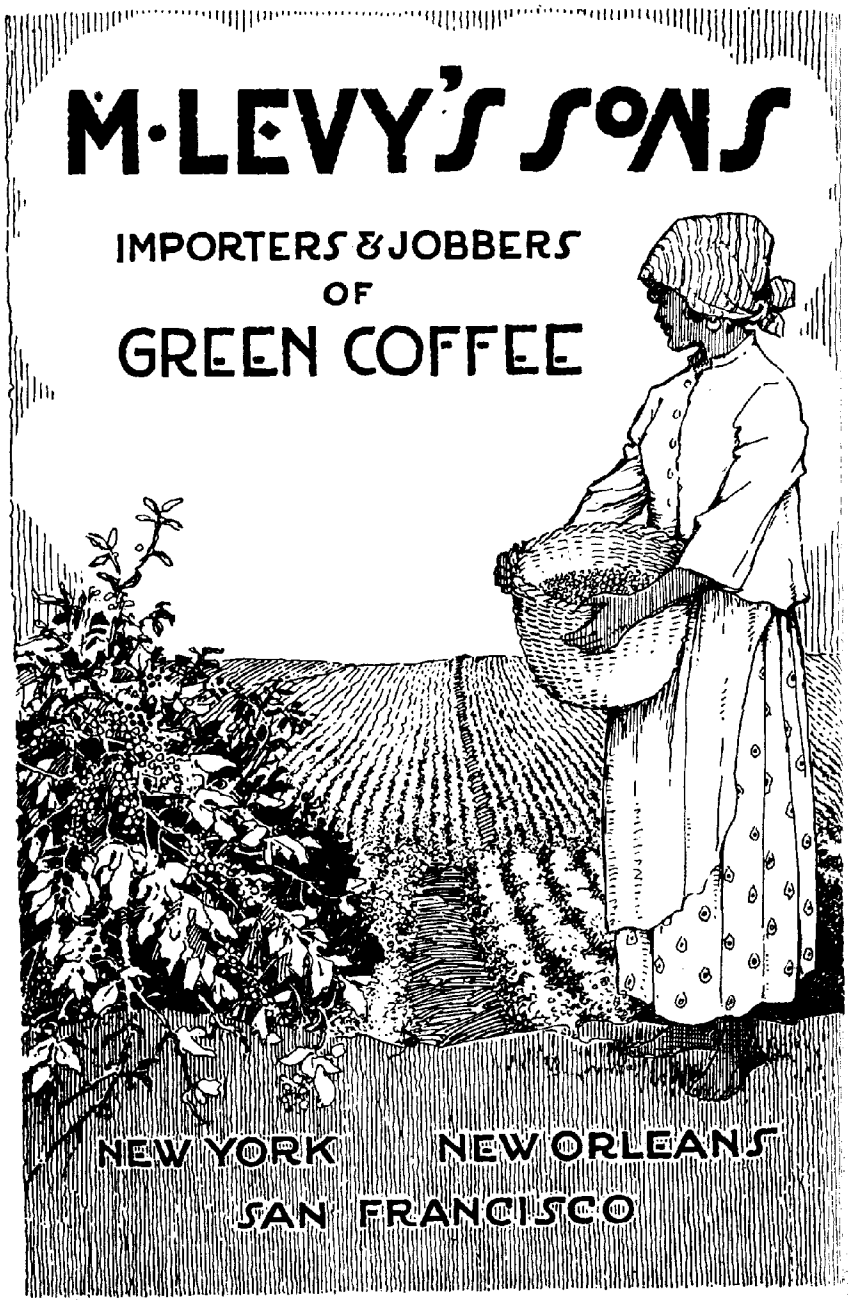
INTERNATIONAL
TEA
MERCHANTS

CARTER, MACY & COMPANY, INC. 美特加洋行 紐約 TEAS

TEA

MAIN OFFICES:
142 PEARL ST. NEW YORK

N·R·GRACE & CO.
EW YORK-NEW ORLEANS-SAN FRANCISCO
- COFFEE - -
YING OFFICES IN ALL PRODUCING COUNTRIES


M·LEVY'S SONS
IMPORTERS & JOBBERS
OF
GREEN COFFEE
NEW YORK
NEW ORLEANS
SAN FRANCISCO

HARD & RAND

Importers and Jobbers of Coffee

Head Office:
107 Wall St., New York City

Branch City Sales Office:
202 Franklin St., New York City

FOREIGN BRANCHES:

Rio de Janeiro, Brazil
Santos, Brazil
Sao Paulo, Brazil
Victoria, Brazil
Batavia, Java
Cordoba, Mexico
Guatemala City, Guatemala
London, England
Venezuela

DOMESTIC BRANCHES:

Chicago, Illinois
St. Louis, Missouri
New Orleans, Louisiana
San Francisco, Cal.

Correspondents in all other principal markets

JULES MAES & CO., INC.

SUCCESSORS TO

PRODUCE & WARRANT CO., Inc.

Export and Import Commission Merchants

NEW YORK
78-80 WALL STREET

NEW ORLEANS
443 GRAVIER STREET

COFFEES

ALL VARIETIES

Agents for several prominent and reliable shippers in Brazil

SUGAR

COCOA

SEEDS : NUTS : ROOTS : BEANS

And other North, Central and South American Products

GENERAL AGENCIES:

BRAZIL: SANTOS
RIO DE JANEIRO
SAO PAULO
BAHIA
PARA

ITALY: GENOA
TURIN
MILAN
TRIESTE

ANTWERP, BELGIUM
GHENT, BELGIUM
AMSTERDAM HOLLAND

LONDON, ENGLAND
BUENOS AIRES, ARGENTINA
SAN SALVADOR, C. A.

HAVANA, CUBA

GET
YOUR
HARE
BACON
CORNED
BEEF
EEF HASH
CORNED BE
WAR DEPARTMENT—CANNED MEATS

The Merchants of

large and small, in the little village, or in the largest city, on the back street, or the main thoroughfare owe it to themselves as well as to every citizen in their community to buy now from the stocks of Government canned meats which are being sold at extremely low prices.

The Secretary of War has ordered the immediate sale of these canned meats, consisting of:

Corned Beef
Corned Beef Hash
Roast Beef
and Bacon

at prices below those which prevailed for the same commodities before the war.

The prices named on the back of the next page are sufficiently attractive to warrant every distributor in his field to immediately place large orders for these various meats. In doing this every wide awake merchant seizes at once upon the idea that here is something which he can *re-sell to his customers at a reasonable profit and still be offering them a commodity at a retail price which seems unbelievable in view of the present day cost of living.*

The War Department asks the hearty co-operation of all distributors of food commodities in the United States to the extent that having purchased these meats they will at once proceed to inform the people in their community of this unusual opportunity to save in living costs.

GREAT ADVERTISING CAMPAIGN

Special advertising matter has been prepared by the Government for the retailers' use and will be supplied to them without charge upon request.

You are urged to make the fullest use of the intense advertising campaign now being conducted by the Government throughout the entire United States on these commodities.

WAR DEPARTMENT
CANNED MEAT SALE

merica

public in general is being told
the Government guarantees
quality and condition of every
e can of these meats.

***n't hesitate for a minute
do likewise***

*re your customers that they are go-
o get, in these canned meats, the best
uct, packed in the best manner, and
r the most thorough supervision and
ection known to the entire packing
. and that they are going to get them
rices which will more than please*

you have not already ordered
r share of these meats do so
. Orders should be sent to
nearest depot Officer as per
wing addresses:

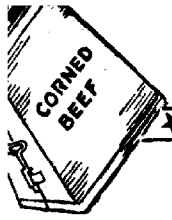
**York City, 461 Eighth Ave.
ton, Army Supply Base
ago, 1819 West 39th St.
Antonio, Texas
anta, Ga., Transportation
Bldg.
Francisco, Calif.**

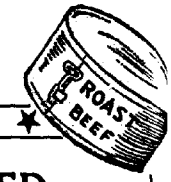
or

***IEF, SURPLUS PROPERTY
DIVISION***

Munitions Building

Washington, D. C.





WAR DEPARTMENT CANNED MEATS

Details of Sale

The corned beef, corned beef hash and roast beef are packed mainly in one and two pound cans—some in six pound cans. The bacon is packed in twelve pound cans.

Prices as follows, subject to the discounts named for quantity purchases.

CORNED BEEF

No. 1 cans	$0.21½ per can
No. 2 cans	.40 per can
1 lb. cans	.25 per can
6 lb. cans	1.40 per can

BACON

12 lb. cans	$2.57 per can
Crates (approx. 100 lbs.)	
In slabs	0.19 per lb.

ROAST BEEF

No. 1 cans	$0.12 per can
No. 2 cans	.23 per can
1 lb. cans	.15 per can
2 lb. cans	.32 per can
6 lb. cans	.90 per can

CORNED BEEF HASH

1 lb. cans	$0.22 per can
2 lb. cans	.38 per can

TABLE OF DISCOUNTS FOR QUANTITY PURCHASES MADE AT ONE TIME

$ 250 to $1,000—net	$10,001 to $25,000—10%
1,001 to 2,500—2%	25,001 to 50,000—12½%
2,501 to 5,000—4%	50,001 to 100,000—15%
5,001 to 10,000—7½%	100,001 and over—20%

TERMS: Ten per cent, with order. Remainder upon receipt of notification that shipment is ready to go forward. No special order blank is necessary. No order for less than $250 accepted.

The Government reserves the right to deliver meats approximating the amount ordered if for any reason it cannot deliver the order complete.

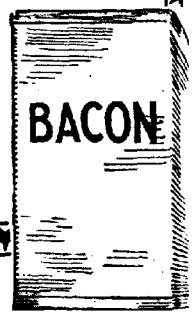
All goods offered subject to prior sale. Prices are subject to change without notice.

ORDER AT ONCE

These meats are stored in the most important distributing centers in every section of the United States. This means quick delivery and a low freight charge. Shipment will be greatly facilitated if you will send your orders to the nearest Depot Officer as per following addresses:

New York City, 461 8th Ave. Chicago, 1819 W. 39th St. San Francisco, Calif.
Boston, Army Supply Base. San Antonio, Texas. Atlanta, Ga., Trans. Bldg.

CHIEF, SURPLUS PROPERTY DIVISION
Office of the Quartermaster General
Munitions Building, Washington, D. C.



GUMMED SEALS

FOR

TEA AND COFFEE

PACKAGES

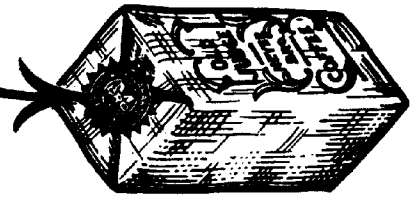
OUR SEALS WILL MAKE YOUR PACKAGE ATTRACTIVE, STRONG, ALMOST AIR-TIGHT.

YOU CAN FEEL CONFIDENT THE PACKAGE WILL NOT COME UNFASTENED BEFORE IT REACHES YOUR CUSTOMER.

IT COSTS YOU NOTHING TO PROVE THIS TO YOUR OWN SATISFACTION.

SEND FOR CATALOG AND 125 FREE SAMPLES

FENTON LABEL CO., INC.
506-512 RACE ST.,
PHILADELPHIA, PA.



Mitsui & Co.
LIMITED
Importers and Exporters of All Kinds of
TEAS, SPICES
COFFEE
and PRODUCE
Japan, Formosa, China Green, Congou, India, Ceylon and Java Teas, Spices.
Rice, Dried Beans, Seeds, Canned Goods, Dried Fish, Egg Albumen and Yolk and all Principal Products of the Far East.
Tea and Produce Department
87 Front St., New York City
Main Office, 65 Broadway, New York City
U. S. A.
Branches in All Principal Cities of the World

FIRST CROP JAPANS

We are now carrying in Chicago a fine assortment of First Crop New Japans.

The quantity is not large, but the quality is most satisfactory. We solicit your inquiry for samples.

Mitsui & Co., Ltd.

Tea Department

87 Front Street, New York City, U. S. A.

Woods Ehrhard & Co.

GREEN COFFEE

EVERY WAY

New York

EPPENS, SMITH COMPANY

IMPORTERS AND JOBBERS

COFFEES AND TEAS

267-269-271 Washington St. 103-105-107 Warren St. 124 Front Street

NEW YORK

JAVA AND SUMATRA COFFEES

SPOT AND AFLOAT

Offering Some Choice Lots *Ask for Samples*

SUCCESSFUL WINDOW DISPLAYS

is the title of a booklet that will be sent to any wholesale or retail grocer free on request. Goods well displayed are half sold. This booklet gives you the fundamental principles which can be applied to the display of any kind of goods in any size of windows.

The text is illustrated by reproductions of eight of the best windows entered in the Window Display Contest conducted by the Joint Coffee Trade Publicity Committee during "Coffee Week", March 29 to April 3, 1920. In this contest money prizes aggregating $1705 were awarded. Out of several thousand grocery window displays of coffee, more than seven hundred were photographed for this contest. They represented almost every state in the union and displayed every popular brand of Coffee.

The windows illustrated in the book are the first and second prize winners in the Eastern, Central, Southern and Western districts, and the great variety of their treatment shows how many good ideas can be worked out in displaying COFFEE.

That such displays are effective in increasing coffee sales is proved by the experience of grocers who entered this contest. Wholesale and Retail Grocers are invited to write for this booklet.

Joint Coffee Trade Publicity Committee

74 Wall Street, New York

COFFEE

Members of the Coffee and Sugar Exchange of New York

Cable Address "Ruffwood"

Members New Orleans Board of Trade, Limited

RUFFNER, McDOWELL & BURCH, Inc.

COFFEE and SUGAR

IMPORTING AGENTS AND BROKERS

CHICAGO
326 W. Madison St.

NEW ORLEANS
332 Magazine St.

SAN FRANCISCO
153 California St.

Braunling's

Braunling Coffee Company
Importers and Jobbers of
COFFEE

Genuine Bourbons are scarce and can be bought in small quantities only from Brazil. We have them for particular buyers.

96-98 Water Street New York City
Members of New York Coffee and Sugar Exchange.

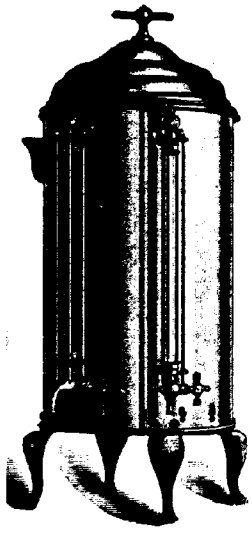
Bourbons

Sasco Coffee Company

81-83 Front Street New York

GREEN COFFEE EXCLUSIVELY

Correspondence Solicited with Brokers in Unoccupied Territory



VICTOR V. CLAD COMPANY

217 and 219 South 11th Street

PHILADELPHIA, PA.

Manufacturer of

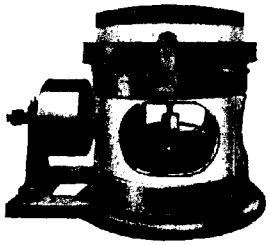
High Grade Urns

Single or in Batteries for

Coffee—Milk—Cocoa

For the Manufacture of Liquid Mustard

We Are Prepared to Supply Machinery of Exceptional Merit



The Patented Iron Frame Mill which the entire trade has found so satisfactory

WE BUILD

Grinding Mills, either pulley or chain drive.
Roller Mills and Seed Crushers.
Mixing and Storage Tanks.
Pumps.
Stone Crane Equipment.
Pneumatic Air Outfits to Dress Stones.

PAUL OEHMIG & COMPANY

Builders of Specialty Equipment for Manufacturers of Food Products

1948-1954 WEST OHIO STREET CHICAGO

COMPLETE PACKING ROOM EQUIPMENT

Present conditions in the coffee trade demand even closer attention to packaging costs. The coffee packer who seeks to cut down his operating expenses should investigate the "Johnson" line of automatic machinery.

We are manufacturers of complete packing room equipment, including automatic carton making, filling, sealing and moisture proofing machinery.

Write for catalog.

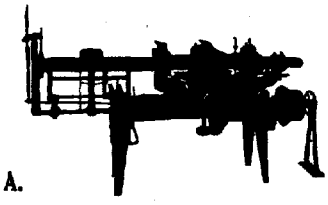
JOHNSON AUTOMATIC SEALER CO., Limited

BATTLE CREEK MICHIGAN

The Scientific knowledge required to make good cans on a "LANGSTON" unit is embodied in the machinery. You can do the rest.

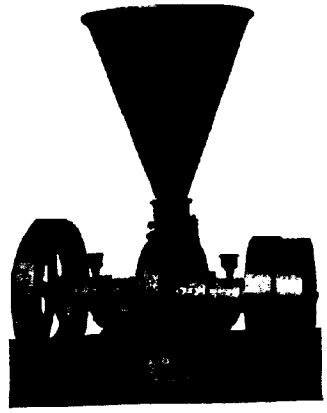
Let us show you how to make your can It's worth while

WRITE



Samuel M. Langston Co., Camden, N. J., U. S. A.

An Insistent Coffee Worker



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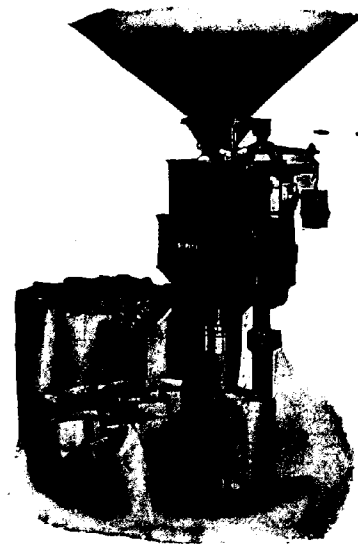

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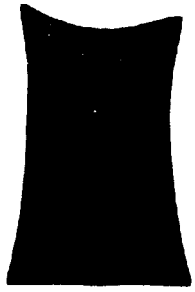

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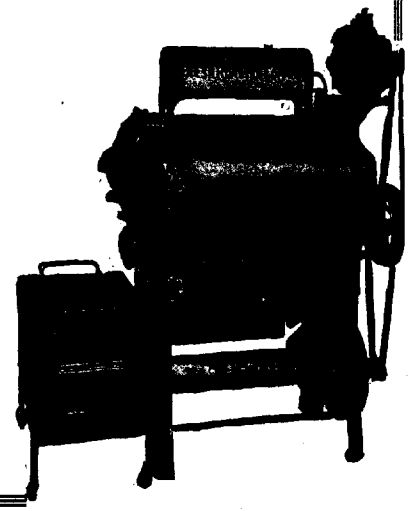
Why be a "distributor" when a small investment will make you a "Coffee Merchant"? Our catalog shows the way.



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The Grocery Magazine De Luxe

XXXIX

For the Tea, Coffee, Spice and Fine Grocery Trades
Published on the tenth of each month at New York

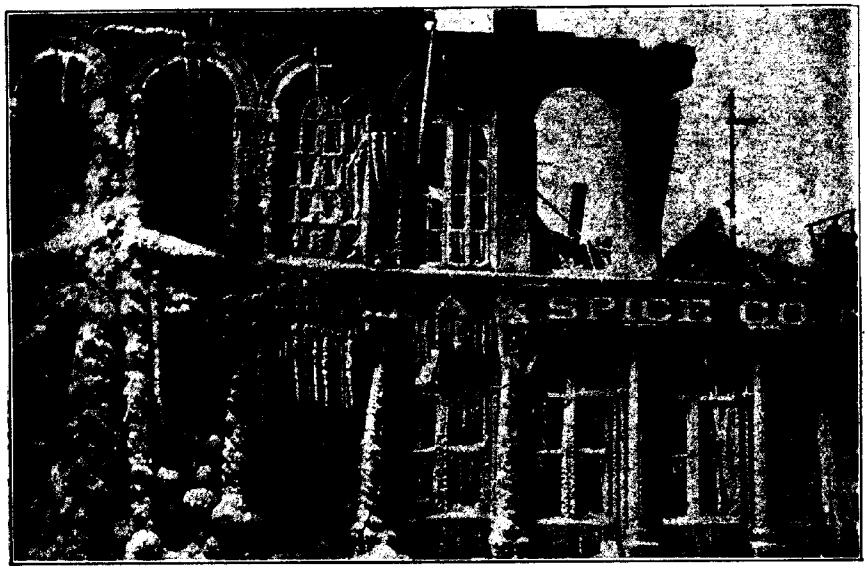
AUGUST
1920

WHO'S WHO IN THE TRADE

LAZ ARON

President of the New Orleans Coffee Roasters' Association and Vice-President of the Crescent Coffee Mills, Inc.

See page 179



WHAT HAPPENED TO AN OHIO TEA AND SPICE PLANT WHEN "SPICE DUST" EXPLODED
Besides causing practically a total loss of property four men were killed and thirteen injured.

THE DAMAGE DONE A LARGE NEW ENGLAND FACTORY WHEN "COCOA DUST" BLEW UP
Three lives were lost, and the property was damaged to the extent of more than $1,000,000.

ILLUSTRATING WHAT FACTORY DUST EXPLOSIONS CAN DO

THE MENACE OF SOME FACTORY DUSTS

¶ In the past year at least six major dust explosions in spice, cocoa, sugar, flour and starch plants resulted in the loss of eighty lives and property valued in excess of $7,000,000. There were many minor accidents which makes the total damage much greater. ¶This writer describes the more important of these disasters and tells how the various dusts cause explosions. He also tells how to prevent them.

By David J. Price,*
Washington, D. C.

WILL spice dust explode and can the explosion assume sufficient proportions to extensively damage the plant with resultant loss of life and property? Have any explosions of this nature occurred in similar industrial plants, where dusts are created during the operating processes, and what are the conditions necessary for such explosions to originate?

During the last few months these questions have been asked many times by spice manufacturers, fire prevention engineers and firemen, insurance companies and state and city officials. The Bureau of Chemistry of the U. S. Department of Agriculture in connection with its study of grain dust explosions and fires, has received many inquiries concerning this matter, and was called upon for such information as had been acquired.

The direct reason for the particular interest in spice dust, was the loss of the lives of four firemen and injuries to thirteen others, during the fighting of a fire in a tea and spice plant in the Central West. During the progress of the fire a wall either fell or was "blown out" on the firemen. Did the wall fall and trap the firemen, or did an "explosion" of some nature occur blowing the wall on to the firemen without any warning? This question, although not definitely determined and upon which a difference of opinion existed, has served to focus attention on the possibility of exploding spice dust.

Recent Attention to Dust Explosion

The large losses to life and foodstuffs during the war period as a result of dust explosions and fires attracted attention to this subject. It was not generally understood that mixtures of dust and air were explosive just as are mixtures of gas and air. Extensive investigations, following a series of disastrous explosions in the grain industry, have definitely determined this fact. A proper proportion of dust in suspension and a source of heat or flame are the only necessary requisites for an explosion. This source of ignition may be small, such as a spark, or large, as a burning match, open flame, or a lantern.

The tea and spice plant already referred to was located in the river district of one of the large Ohio cities. The walls were of brick, and the front faced with sandstone, while the interior of the building was entirely of wood. The east wall of the building was about ten feet from the approach to a suspension bridge across the river, and had one window to each floor. It was through these windows that the firemen were throwing water when the wall either "collapsed" or was blown out.

The basement of the building was used as a store room and contained cartons, old stocks, and storage materials. The offices of the company and shipping room were on the first floor. The second floor was devoted to the packing of teas and spices, and contained automatic filling and labeling machines driven by motor power. The extract and baking powder department was on the third floor, and also automatic packing machines and stocks. On the fourth floor were the pulverizing, sifting, and mixing machines used in the grinding and blending of spices. On the fifth floor were the spice and mustard mills, an evaporating oven heated inside by a gas flame, a gas heated peanut roaster and some general stocks.

In addition, it is of special interest to note that on the third floor there were said to be two barrels of alcohol, several barrels of extracts, and some turpentine.

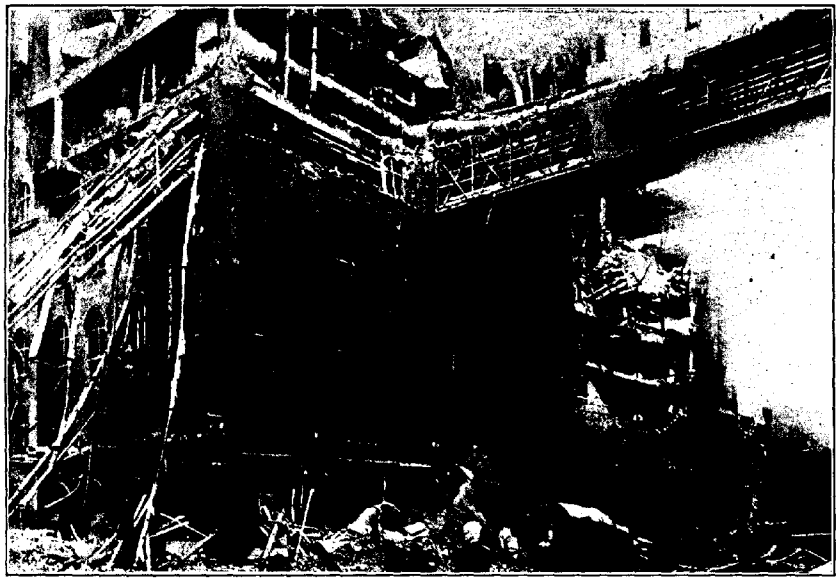
Story of the Disaster

The fire occurred in the early hours of a cold January morning and was first observed by a passerby, who immediately turned in an alarm. When the first fire company arrived on the scene, the fire was burning very fiercely. Members of this company stated that the flames were coming

* Engineer in Charge, Grain Dust Explosion Investigations, Bureau of Chemistry, United States Department of Agriculture.

through the roof of the building, and that the third, fourth, and fifth floors of the building were burning. Flames were bursting forth from the third story windows of the building directly opposite the approach to the suspension bridge across the river nearby. A box alarm was sent in followed by a signal whistle for all fire companies to assist in checking the flames.

The company which had arrived first on the scene of the fire, began to stretch lines of hose and extend one of these lines to a point of vantage on the bridge. After the fire had been in progress approximately one-half hour, the east wall of the building was "blown out" and fell on the firemen stationed on the bridge approach. Members of company No. 1 stated that there were a number of small "explosions" or "puffs like a tomato can," but did not notice any great explosion. Some members of this company were killed by the wall.



THE AFTERMATH OF A "SUGAR DUST" EXPLOSION IN A LARGE EASTERN REFINERY
In this disaster twelve people lost their lives, twenty-four others were injured, and extensive damage was done to the property.

INVESTIGATING THE CAUSES

Investigations of explosions in industrial plants where inflammable dusts are created have assisted the Bureau of Chemistry in developing effective methods of prevention for the grain industries. When the preliminary reports concerning this particular case were received, a thorough investigation was therefore considered desirable.

In the conduct of the investigation hearty cooperation was secured from all sources. Interviews were held with the firemen who were present at the fire, the officials of the tea and spice company, fire prevention engineers, and eye witnesses of the disaster. A special effort was made to determine the origin and cause of the apparent force which caused the east wall to "blow" on the firemen, who were fighting the fire from the bridge approach. All the circumstances under which the disaster took place were thoroughly considered. Close observations were made of the destroyed building and the nature of the damage carefully studied. Information was sought regarding the products which were stored in the building and the nature of the processes used in the preparation and manufacture of teas, spices and extracts.

Several theories were advanced concerning the direct cause of the disaster. They can, however, be grouped under two general heads: (1) Collapse of the wall due to weakened construction; (2) Internal explosion of some nature. The explosion was associated with (a) Chemicals stored in the plant (b) Spice dust.

Inflammability of Spice Dusts

A series of tests to determine the inflammability of spice dust was conducted during the progress of the investigation. Samples were collected from representative plants and the dusts were subjected to the same methods of testing as grain dusts. The spice dusts ignited readily and explosions were produced in the tests which equalled in violence and rate of flame propagation, the explosions from the most inflammable grain dusts.

Explosions During Progress of Fires

Disastrous dust explosions have occurred during the fighting of fires in plants where inflammable dust was present. A number of years ago an explosion of flour dust took place thirty minutes after a mill in Southern Illinois had been burning. The falling timbers disturbed the dust which had lodged throughout the plant and forced the "dust cloud" onto the flames from the fire. The explosion was very violent, did considerable damage and was heard for many miles around.

Recently an explosion occurred in an Eastern plant, injuring a number of the men in the fire fighting force. The investigations showed that a pile of "cork dust" shaken into the air, when struck by the stream of water from the hose, was ignited by the fire. Similar records have been obtained in the investigation of fires in other industries. Might it not be reasonable to suppose that the falling floors in other parts of the building forced into suspension a cloud of "spice dust" which was ignited by the flames? If this were the case would it not account for the sudden manner in which the wall was "blown" on the firemen?

Explosions of various kinds of spice dust were produced in a portable apparatus, a small model of a grain elevator, before the firemen, and the resulting flashes of flame were said to be similar to the flashes observed by the men at the fire both before and after the wall was "blown out." The odor noticeable after the explosion in the demonstration was also similar to the odor which the firemen had detected at the fire after the disaster occurred. In a demonstration of this nature before the firemen of Company No. 1 (some of the members of which were killed) the men were inclined to feel that an explosion of spice dust was the direct cause that "blew out" the wall.

Methods of Prevention

The results of the tests with various kinds of spice dust definitely show that the dusts can readily be ignited, and explode violently. This emphasizes the necessity for precautionary measures in the industry, with particular attention devoted to dust explosion prevention. Efficient methods of dust control should be followed and dangerous conditions not permitted to exist. Precautions similar to those in practice in grain mills or other industries where dusts are produced should be followed.

To prevent explosions it is essential not only that all possible sources of ignition such as open flames, the presence of foreign materials in the grinding machines, an accumulation of static electricity, improper installation of electrical equipment, and inadequate protection for all electric lamps in dusty atmosphere, be eliminated, but also that the plant be kept scrupulously clean, thus offering no medium for the explosion to spread through the entire plant.

What a Dust Explosion Really Is

"Dust explosions" for some time have been associated with some "mysterious surroundings" and unusual conditions. This general misunderstanding has resulted in the advancement of many ready made explanations and theories. Many assume that dusts explode in the same manner as high explosives, such as gun powder, dynamite, or T.N.T. This is not the case, for dusts explode in the same way as gases.

Just as gas and air must be intimately mixed, and in proper proportions, in the cylinder of an internal combustion engine, so these dusts must be in suspension in the air as a cloud, intimately mixed with air, and in certain proportions. Neither the mixture of gas and air nor that of dust and air will explode until it comes in contact with a flame or some other source of heat sufficient to cause it to ignite.

Sources of Ignition

To ignite most dusts it is not always necessary to bring them in contact with a large source of heat, such as an open flame, nor a very high temperature, such as an electric arc. Many explosions have resulted from the ignition of the dust by sparks struck by foreign materials and metallic substances passing through machinery, especially grinding or pulverizing equipment. A spark formed by the discharge of static electricity will ignite many, if not all, of the dusts under certain conditions. Some of the dusts are ignited when they come in contact with bodies having a temperature of 540° C. (1004°F.), which is well below dull red heat, and most of them will ignite when brought in contact with a body having a temperature slightly above 600° C. (1112° F.).

When a plant is destroyed by an explosion, a

series of reports resembling a roll of thunder usually is heard. This is due to the fact that several explosions follow one another so rapidly that the report of one blends in with that of the next, making a continuous roar. For example, the original, or primary explosion may occur in a grinding machine where the dust cloud is confined within a small space. The pressure and percussion from this primary explosion throws into suspension the dust which has accumulated on beams, ledges, and floors. This dust is ignited by the flame of the primary explosion, giving rise to the second explosion, which, in turn, stirs up the dust in the surrounding portions of the plant. In this manner the explosion spreads or propagates throughout the plant, or as far as the dust is held in suspension or capable of being thrown into suspension.

Importance of Dust Explosion Prevention

The Bureau of Chemistry is engaged in scientific research to determine the cause of these dust explosions and fires, and in the development of effective methods for their control and prevention. These explosions are occurring in the large industrial plants of this country and Canada, causing enormous losses to life, foodstuffs, and property.

Since May, 1919, a period of only a year, at least six of these occurrences have taken place, with a toll of over 80 lives and property damage in excess of $7,000,000. In one case alone, an explosion in a starch factory in the Middle West, 43 lives were lost with $3,000,000 damage to property. In two explosions in grain elevators, one in the United States and one in Canada, 24 men were killed and extensive damage done. In a recent explosion of "aluminum dust" in a factory in a Northwestern state, six girls met their death and six others were injured.

These are only the more important cases where loss of life has occurred. A large number of minor explosions have taken place in other similar industries. Are the industrial plants of the country more subject to these dust explosions today than they were ten years ago? Are we operating on a larger scale and producing larger quantities of dust and not applying effective methods of control? Can the causes of these explosions be definitely determined by scientific investigations, and methods of control developed that will be of practical value in their prevention? These are the questions the Bureau of Chemistry is attempting to solve in the dust explosion work in order to assist the industries in reducing these extensive losses to life, foodstuffs and property.

INDIAN COFFEE COMING BACK

In Late Years Mysore and Coorg Planters Have Revived the Industry, Which Now Is in a Flourishing Condition

THE coffee growing industry of Southern India has been restored to a flourishing condition, according to an account by Rudolph D. Anstead, deputy director of agriculture, planting districts, Madras, contained in the Agricultural Journal of India for 1919.

After referring to the introduction and history of coffee growing in Mysore and Coorg, it is pointed out that the decline in the industry which took place between 1883 and 1898 was due partly to the fall in the price of coffee caused by Brazilian competition and partly by the ravages of diseases, especially leaf disease, produced by *Hemileia vastatrix*, and root diseases. Many of the best estates survived, however, and as the situation improved the area was increased. At the present time the area devoted to coffee in Southern India is 223,095 acres, distributed as follows: Madras Presidency, 48,441 acres; Coorg, 42,654; Mysore State 122,500; Travancore State, 7,000, and Cochin State, 2,500 acres.

During recent years increased attention has been directed to the scientific cultivation of the crop, and since the establishment of the scientific department of the United Planters' Association of Southern India in 1919 methods of controlling diseases and systematic schemes of manuring have been widely adopted. The coffee on many of the estates is very old and will shortly have to be replaced. An important change has already taken place in the substitution of the hardy and robust Coorg strain for the old "Chick" coffee.

It has lately been realized that there is a need for better seed selection, and for studying the possibility of raising a new vigorous strain of coffee by hybridization on Mendelian lines. The matter has been taken up by some of the more enlightened planters and a hybrid has been obtained which has all the vigor of the old Coorg type, is highly resistant to disease, and gives a much larger yield than the ordinary kind now generally cultivated. This hybrid is now being grown on a commercial scale, and is expected to have an important future.

Most of the coffee grown in Southern India is of the Coffea arabica variety, but some C. robusta has been planted recently. The latter is gaining in popularity on poor soils and as a catch crop among Para rubber trees; it bears heavily, although it produces an inferior grade of bean.

Parchment coffee is dried by means of hot

air in a revolving drum. The final curing of the coffee is conducted by curing firms at the coast where a hot sun is available. It is pointed out that an improvement in this respect could be effected by the co-operation of coffee planters in establishing their own curing works, to which the coffee would be sent after having been reduced to a comparatively dry state in artificial dryers. A coffee experiment station is being established in Coorg on the lines of a government farm, where a study will be made of manuring problems, methods of cultivation and disease control, and possibly also of plant breeding.

The coffee industry of Southern India is, on the whole, in a very flourishing condition, and has excellent prospects, as it is capable of producing high grades of coffee for which there is a constant demand in the European markets.

MOSQUITOES KILL TEA PLANTS

In India This Pest Destroys Some Hundred Million Pounds of Tea—Planters Have Started War on Them

By Charles Judge
Calcutta

TEA and tea planters in India have a bad time with mosquitos. I divide these pests into three classes. The first class raises white lumps on your skin and sets you scratching like a hen in a back yard. Its object in life appears to be to keep the planter busy in his time off, swatting for it. But it has no real vice. The second class, *Anophelis*, is the one which flits round loaded to the muzzle with malaria germs. He is not noisy about it but gently inserts his little hypodermic and gives you a dose which may or may not prove lethal.

Helopeltis is the third mosquito, but I cannot decide at the moment whether he is friend or foe. *Anophelis* attends to the tea planters; *Helopeltis* to the tea plant. There are lots of tea planters of course, and they are standing for jobs like a queue at the early doors. *Anophelis* kills one and the next steps into his place like the Scottish spearmen at Flodden.

What *Helopeltis* kills stays dead until next year. His plan is to steal out among the tea bushes and get busy among the "flush," or young leaves, and shoots, from which tea is made, hovering like a gaudy little butterfly from flower to flower. Just a taste here and a taste there and every shoot he tries turns black and withers up. It is exasperating to see a fine green piece of tea turn like hawthorn in spring. That is *Helopeltis* at work.

The question arises, is *Helopeltis* friend or foe? Foe to the tea plant, he certainly is; but perhaps friend to the tea planter. It is this way: the amount of tea destroyed by this gay triller has been variously estimated, and even 100,000,000 lbs. has been mentioned as a possible figure. Half that is certain. Now, suppose our chief scientific officer succeeds in doping this bug and getting him into the tomb with the messes of nitrate, chlorate and sulphate of potash he has now opened a barrage with, how is our market going, if those millions are unloosed for want of *Helopeltis'* activities? I calculate tea would be as cheap as ice in Klondyke. Considering that less than, twenty years ago our "high brows" were gravely considering the proposition to destroy wilfully 10 per cent of the tea crop, as over production had led to starvation prices, we might consider the advisability of keeping this automatic destroyer alive and not go gunning for him. The fact is that the Indian tea producing area has grown up with the large deductions necessitated by the toll taken by *Helopeltis* and if at this date we make an addition instead of a subtraction sum of it, we will get a cold shower.

The means proposed for the obsequies of *Helopeltis* are various. As stated the C. S. O. has got the potash bottle off the shelf. Some have suggested flare lights to lure *Helopeltis* and petroleum to supply an oily mausoleum, but there is one thing I have noticed of the mosquito tribe. While other bugs are always ready for a tango, the mosquito is not to be distracted by lights or anything else. He attends to business as steadily as a Methodist minister on Thanksgiving Day, and collects his dues with the same assiduity and persistance. You cannot shake him off his job, which is to kill, burn and destroy according to whether it is the tea plant or the tea planter he has in mind. I have a strong notion that *Helopeltis* will survive. He is a jungle breeder and we cannot get next to him there. But *Anophelis* comes out in the open and we are going to run him down with dogs—Oregon "water dogs"—if they survive the voyage from the U. S. A.

Moreover, with regard to *Helopeltis*, I am of opinion that the dictum of the wise man of America, "Pudd'n Head" Wilson, holds good. He remarked: "A reasonable amount of fleas on a dog is good for a dog." So with *Helopeltis* and tea, only we do not always recognize our blessings.

COFFEE PLANTER FOR PRESIDENT

Jose Esetban Gonzales, a prominent coffee planter and exporter in Diriamber, Nicaragua, has been nominated by the Coalition party for the presidency of his country. Senor Gonzales is well known to coffee men in the United States.

WHY JAPAN TEA PRICES ARE HIGH

Labor and Material Costs Have Advanced Some Thirty-eight Per Cent in the Past Year, Forcing Prices Up

(SPECIAL CORRESPONDENCE.)

SHIDZUOKA, JAPAN, July 9, 1920.

A CAREFUL investigation and comparison of all the various items of labor and materials and processes involved in the several stages of cultivation and preparation of Japan tea, both in the country districts where it is grown and in Shidzuoka where it is refired and packed, discloses inevitable increases of cost this season as against the last, averaging 38 per cent. These several items of increased cost are obstinate facts and they are already embodied in the cost of first crop teas when the season opened.

While the financial storm which broke over Japan the 24th of May came too late to make any material difference in the costs of first crop, (which is the most important and governing crop of the season as regards quantity and quality,) it came early enough and sufficiently coincident with propaganda influences, to effect the withdrawal of almost the entire support usually given to the market by American import orders. These adverse influences combined are also obstinate facts and continue very much in evidence.

Between these two opposite poles of "stubborn facts" and as a temporary effect of them, a paralysis of inactivity pervades the market, and prophecy, as to what will start things moving again, needs the stimulus of a brighter star in the East than is now in the ascendency.

Whereas shipments to date show a heavy surplus over the totals of the same date last season, this is chiefly due to more steamer space being available early this season, and the desire of shippers to get teas forward before any advance takes place in overland rates of freight, and before the shipments of tea to America are complicated by the conditions of the Jones Bill, about which we can neither ascertain when the new law will take effect, or to what degree it will limit of prohibit tea shipments by any steamers except those flying the flag of the United States, only one of which, so far this season, has called at our shipping port.

It is reported that second crop teas are 50 per cent short and quality the poorest in ten years, in which latter respect the report is not exaggerated.—POOLE.

TEA FROM SUMATRA'S EAST COAST.

During the first four months of this year 2,709,310 pounds of tea were exported from the East Coast of Sumatra, 1,945,346 pounds going to Great Britain, 792,132 to the Netherlands, 29,968 to Penang, 13,985 to Singapore and 8,879 pounds to Java. None was shipped direct to the United States.

HOW JAPAN TEA PRODUCTION COSTS HAVE INCREASED

(*Based on* 100 *Pound Lots.*)

Compiled by the Tea Association of Shidzuoka Prefecture.

ITEMIZED COST OF PRODUCING RAW JAPAN TEA

	Season 1919. Yen.	Season 1920. Yen.	Increase.
Fertilizer	9.60	12.48	30%
Labor for cultivation	6.24	11.52	85%
Tea picking	8.16	10.56	29%
Fuel	6.60	9.36	42%
Manufacturing (machine)	3.00	3.84	28%
Labor (hand)	24.00	30.00	25%
Maintenance for chests, paper-bags, utensils and motor power, etc.	1.80	2.40	33%
Average cost (hand made)	56.40	76.32	35%
Average cost (machine made)	35.40	50.16	42%

COST OF TEA FIRING, PACKING, SHIPPING, ETC.

	Season 1919. Yen.	Season 1920. Yen.	Increase.
Firing charges	2.25	3.10	38%
Boxes	.89	1.81	103%
Packing, soldering, papering, nailing, and rattaning, etc.	.205	.31	51%
Facings and box paper	.10	.14	40%
Tea-lead and matting	1.59	1.51	(Dec.)5%
Shipping charge	.19	.35	84%
Total charges	5.225	7.22	38%
Total average increased cost of production			38⅛%

A WORLD SURVEY OF TEA

An Analysis of the General Situation in Various Markets Made from Late First Hand Reports

(SPECIAL CORRESPONDENCE)

CHICAGO, July 28, 1920.

THE lowest markets in the world for teas of all kinds are here in the United States, according to a survey of the situation in the principal countries just made by the J. C. Whitney Company from reports sent in by the firm's various foreign and domestic offices. It is further stated:

"The backing up of trade caused by curtailment of buying, on the part of all distributors, due largely to financial reasons, has forced the prices on some teas below primary markets, and under cost of production.

"The black tea situation being very largely tied up to what England is doing, and as her business is affected by the Continental situation, and because these avenues of trade have been more or less handicapped, merchants have found it difficult to move tea; also with the English commission appointed to allot warehouse space, refusing to permit tea to be shipped in until present stocks are down to lower proportions, support was very largely withdrawn from auctions in Colombo and Calcutta. The market basis at these points sank to the lowest levels reached in half a dozen years, therefore Ceylon-India teas can be purchased today at exceedingly attractive prices. Teas mostly affected have been in medium and lower grades, as the demand for quality continues to hold all better grades on a much firmer basis, and with a stronger tendency reflected in the London market, showing advances during the past two weeks of from three to five cents per pound.

"In Formosa Oolongs the situation is unparalleled. Pouchong business being on a very large basis and at high prices, was responsible for such high prices being asked for first crop tea, suitable for export to the U. S. A., that very little business was done; the basis being 5/8c per pound higher than similar grades in old teas were being sold for in the U. S. A. Summer crop came to market about the middle of June but because of the home situation buying was limited, and a similar situation to last year has developed, wherein the unmarketed teas being held in the country are becoming damaged. Unless something can be accomplished by the Export Committee working with the Formosa Government, to prevent this tea being mixed, it will require keen discrimination to secure only sound tea, as the supply of such will naturally force a shortage of good quality tea, free from contamination. This situation means a small supply of fine to choice quality and an abundant supply of lower grades, providing prices decline in Formosa to something like a parity with prices in the U. S. A.

"In China the trade is almost deadlocked. There is practically an embargo on in England respecting shipment to them of both black and country green teas, so until the large stocks of past season's shipments are moved, England cannot enter the market. Apparently for financial reasons Europe must go through England to China, so there has been practically no demand in China for Congou tea, and although tael prices are reasonable, the continued fairly high basis for silver makes the laid down cost of China Congou tea on a somewhat higher basis than Ceylon-India teas. This same exchange question affects China green tea in like manner, but as such teas, competing as they do with Japans, are on a very much more favorable basis than Japan teas, there is sufficient reason for operating in China green tea; and with the silver exchange holding fairly steady, the market basis on this side for China tea can be considered reasonable and likely to be reliably steady for some time to come."—B. R. W.

TO FIGHT COFFEE'S SLANDERERS

N. C. R. A. Prepares to Take Action Against Objectionable Publicity by Roasters as Well as Substitute Makers

IN one of its recent circulars the National Coffee Roasters Association states that during the current year it has received numerous complaints about the advertising used by some roasters and distributors, as well as about the well known anti-coffee publicity of substitute makers. When the Vigilance Committee of the Advertising Clubs of the World, to which organization the N. C. R. A. voted at its last convention to subscribe $500, was asked to take action, it answered that until the results from the research being made for the Association by the Massachusetts Institute of Technology became available it would be difficult if not impossible to prevent publication of the objectionable advertising.

AN ADVERTISING CENSORSHIP COMMITTEE

In view of this situation the Association believes it can obtain some appreciable measure of success itself, and has appointed an Advisory Advertising Committee which will pass upon all questionable statements contained in either substituter's or roaster's ads. President Brand has selected these members of the trade to act as "censors":

G. Ed. Diefenthaler, B. Fischer & Co., New York; J. M. Motley, Levering Coffee Co., Baltimore; J. A. Taylor, W. S. Quinby Co., Boston; C. W. Griffin, Young & Griffin Coffee Co., New York; W. C. Scull, Wm. S. Scull Co., Camden, N. J.

Members are requested to send the committee clippings of any advertising that may seem misleading or untruthful. All these will hereafter be

considered jointly by the Advisory and the Vigilance committees. It is believed that disapproval by the Advisory Committee in itself will be sufficient to bring prompt correction of all objectionable statements in coffee advertising.

Manager Coste reports that already three cases of objectionable advertising by roasters, in which the Vigilance Committee had not made progress, have been satisfactorily settled simply by frank discussion with the interested parties.

COFFEE PREMIUM PLAN CITED

Trade Commission Issues Complaint Against Iowa Roaster, Who Denies Intent to Compete Unfairly

(FROM A STAFF CORRESPONDENT.)
WASHINGTON, D. C., July 19, 1920.

IN answer to the Federal Trade Commission's complaint in Docket 598 against its method of giving premiums, Everybody's Mercantile Company, coffee roaster, Sioux City, Iowa, denies that it intentionally used unfair methods of competition, as charged, and at the same time asked that the complaint be dismissed, stating that it had ceased the practice.

The Commission's complaint stated that the respondent had been giving premiums or prizes consisting of personal property of unequal values, the "distribution of which was determined by chance or lot," as an inducement to obtain the patronage of customers and prospective customers.

Paragraph four of the Docket states:

"Respondent is a manufacturer and wholesale grocer, and is engaged in interstate commerce by selling and distributing its goods to retailers in the States of Iowa, Nebraska, South Dakota, Minnesota, and other States. It sells goods both by traveling salesmen and by mail orders. It resorts to various sales schemes to promote its business among these states. It adopted and put into effect one from February 20, 1920, to March 20, 1920, as follows: It offered and sold to the trade its brand of coffee, known as "Honest Value" coffee, packed in pound containers, and in each container it enclosed a coupon calling for certain free goods or prizes to be distributed by the retail merchant to the ultimate purchaser or consumer of these goods. Each fifty pound lot of coffee contained forty-five coupons calling for one bar of candy, value ten cents (10c); two coupons calling for one package of O. U. Jell Powder, value ten cents (10c); two coupons calling for one pound of baking powder, value twenty-five (25c); and one coupon calling for one (1) four pound package of Pan Cake Flour, value thirty-five cents (35c). The merchants bought from the respondent the goods called for by these coupons and handled them in trade. Upon the presentation of these coupons by the purchasers of the coffee they were redeemed by the retail merchant by the delivery of the goods called for and sent in to the respondent to redeem them in cash according to the values above recited, and were so redeemed by respondent."

THE TEA PUBLICITY CAMPAIGN

A Series of Advertisements Will Be Published to Awaken Trade Interest and Foster Co-operation

THE most recent development in the Tea Association's publicity program is the decision to launch a preliminary series of advertisements addressed to tea men and designed to focus the trade's attention upon the need for a national propaganda, also in the interest of organization.

The cost of publishing these advertisements is being met by the voluntary contributions of a group of Tea Association members who believe that it is possible to bring about a considerable increase in tea consumption in the United States by means of a national campaign.

Robert L. Hecht, of Irwin-Harrisons & Crosfield, Inc., New York, is chairman of the committee having the matter in hand. The advertising will start immediately and will probably be continued for at least six months.

ST. LOUIS PREPARES FOR ROASTERS

During the last week of July the St. Louis branch of the National Coffee Roasters Association held a meeting to consider plans for entertaining the delegates to the Association convention which is to be held in that city, in the Hotel Statler, November 9-11. President William Fisher appointed a convention committee consisting of Robert Meyer, chairman; Robt. M. Forbes, Henry Petring, Gus Biston and Floyd Norwine.

President Fisher reports that the committee is hoping to have a creditable supply exhibit by allied trade interest, if enough manufacturers show sufficient interest to make it worth while.

COFFEE TRADE COMMITTEE MEETS

Early in August several members of the Joint Coffee Trade Publicity Committee held a meeting to consider a new advertising plan submitted by N. W. Ayer & Son, the Committee's agents. This plan is laid out to make a direct drive at retailers, to secure a larger measure of cooperation from them in the national campaign. Because only one representative of the roasters was present, no decision was reached. Another meeting is scheduled for the middle of August.

NEW ORLEANS' BRAZIL COFFEE IMPORTS, JANUARY 1-JUNE 30, 1920

(Reported by the Green Coffee Association of New Orleans)

Importer	Bags
J. Aron & Co.	168,046
Leon Israel & Bro.	87,750
M. Levy's Sons	85,750
S. Pfeifer & Co.	74,250
Stewart-Carnal & Co.	49,500
A. C. Israel & Co.	41,180
Hard & Rand	38,405
Jewel Tea Co.	33,649
Jules Maes & Co.	20,000
S. A. Levy & Co.	19,018
L. J. Bright	18,050
G. Amsinck & Co.	17,000
Bloom's Son	9,500
Young & Griffin Coffee Co.	9,185
Chas. Dittmann & Co.	6,277
Southern Coffee Mills	3,092
McCloskey Bros.	2,500
H. T. Cottam & Co.	1,300
Michel Lelong	1,250
Burkenroad-Goldsmith Co.	1,000
The American Coffee Co.	900
Armour & Co.	750
Ruffner, McDowell & Burch	500
W. R. Grace & Co.	500
J. & M. Schwabacher & Co.	500
N. O. Coffee Co.	250
Order	52,756
Durand & Kasper Co.	37,896
Hanley & Kinsella C. & S. Co	20,750
Geo. Rasmussen Co.	17,180
H. P. Coffee Co.	16,941
Swanson Bros.	16,515
Caldwell Importing Co.	15,950
A. J. Kasper Co.	15,886
E. B. Millar & Co.	14,216
Thompson & Taylor Spice Co.	12,586
Jas. H. Forbes Tea & Coffee Co.	12,304
Denison Harwood Co.	11,250
Cheek Neal Coffee Co.	11,000
Western Gro. Mills	10,500
Great A. & P. Tea Co.	9,500
Sprague, Warner & Co.	8,750
Climax Grocers Coffee Co.	8,500
Steinwender, Stoffregen C. Co.	8,000
Geo. H. McFadden & Bros.	7,875
Ridenour Baker Gro. Co.	7,235
Bell Conrad Co	7,000
Atwood Co.	6,750
Meyer Bros. Coffee & S. Co.	6,000
Ennis Hanley Blackburn C. Co	6,250
Steele Wedeles Co.	6,150
Maury Cole Co.	6,000
Querbacker Coffee Co.	5,500
Biedermann Bros.	5,290
Geo. W. Lawrence Co.	5,000
F. W. Hinz & Sons	5,000
Sherman Bros. Co.	4,900
Hills Bros.	4,500
J. Henry Koenig Co.	4,500
Tone Bros.	4,500
William Schotten Coffee Co.	4,450
Roth Homeyer Coffee Co.	4,339
Phillips Trawick Co.	4,250
Corbin Sons & Co.	4,100
Halligan Coffee Co.	4,000
Puhl Webb Co.	4,000
Montgomery Ward Co.	3,956
Empire Coffee Co.	3,831
McFadden Coffee & Spice Co.	3,788
Stone Ordean Wells Co.	3,750
Edward Westen Tea Co.	3,750
Grossfeld & Roe Co.	3,750
Richheimer Coffee Co.	3,750
H. S. Holstad Co.	3,500
E. B. Godfrey & Sons Co.	3,205
C. F. Blanke Tea & Coffee Co.	3,000
Johnson Layne Coffee Co.	3,000
Plunkett Jarrell Gro. Co.	2,822
Scudders Gale Gro. Co.	2,750
Dennison Coffee Co.	2,750
Worden Gro. Co.	2,510
Bloton Coffee Co.	2,438
Nave McCord Merc. Co.	2,250
G. E. Bursley & Co.	2,250
Kansas City Who. Groc. Co.	2,250
B. A. Railton Co.	2,075
The Titus & Martin Co.	2,050
S. Cassinelli & Co.	2,000
Sasco Coffee Co.	2,000
Wm. McMurray & Co.	2,000
Black Hawk Coffee & S. Co.	1,875
Campbell Holton Co.	1,850
The Shear Co.	1,800
Griggs Cooper & Co.	1,750
J. M. Anderson Gro. Co.	1,750
David G. Evans Coffee Co.	1,750
Muskogee Who Gro. Co.	1,662
Norton & Curd Co.	1,550
Fletcher Coffee & Spice Co.	1,550
McKenney Importing Co.	1,500
Norwine Coffee Co.	1,500
Franklin MacVeagh & Co.	1,500
Donovan Pro. Co.	1,500
Henry Horner Co.	1,500
Ridenour Baker Merc. Co.	1,500
Clark & Host Co.	1,500
H. Jevne & Co.	1,500
Calumet Tea & C. Co.	1,500
Wm. Kellner	1,500
Athletic Tea Co.	1,500
John Sexton Co.	1,375
Nash Smith Tea Co.	1,250
Rockford Who. Gro. Co.	1,250
The Fishback Co.	1,059
Wm. Grossmann & Co.	1,050
Geo. H. Hathaway & Co.	1,000
Young Bros.	1,000
Warfield Pratt & Howell Co.	1,000
Jewett & Sherman Co.	1,000
Arnold Dorr & Co.	1,000
Kroger Gro. & Bkg. Co.	1,000
Haas Baruch Co.	1,000
John Blaul Sons & Co.	1,000
S. Hamil Co.	875
Long & Co.	850
McNeil Higgins Co.	750
St. Louis Coffee & Spice Mills	750
Foley Bros & Quinlan	750
Oakford & Fahnestock	750
Baker Bros.	750
Austin Nichols Co.	750
Gray Mfg. Co.	600
W. L. Allen Coffee Co.	600
C. H. Wittich & Co.	596
T. S. Reed Gro. Co.	550
J. H. Allen & Co.	500
Page Connell Coffee Co.	500
Moore Shenkberg Co.	500
C. T. Cheek & Co.	500
De Soto Coffee Co.	500
Wm. Bartlett, Jr.	500
Schwabacher Bros	500
J. B. Bright & Sons	500
Haas Lieber Gro. Co.	500
National Gro. Co.	500
Paxton Gallagher Co.	500
W. B. & W. G. Jordan	500
Geo. W. Caswell Co.	500
Huthsing Coffee Co.	500
Parsons & Scoville Co.	500
Earl Cowan Co.	405
Sears Roebuck & Co.	400
Unity Mfg. Co.	350
R. L. Craig & Co.	350
Fisher Bros	300
Manning & Co.	300
Reed Gro. Co.	250
Sioux Gro. Co.	250
H. R. Hall & Co.	250
O. R. Pieper & Co.	250
John A. Tolman & Co.	250
King Koffee Ko.	250
John R. Thompson	250
Canby, Ach. & Canby	250
Carroll Brough & Robinson	250
Minor & Dixon	250
Gildehaus Wulfing & Co.	250
Grand Total	1,244,678

SHIPPERS OF THE BRAZILIAN COFFEE RECEIVED AT NEW ORLEANS, JAN. 1-JUNE 30, 1920

Shipper	Bags
Hard Rand & Co.	123,833
Naumann Gepp & Co.	119,000
R. Alves Toledo & Co.	115,750
Gerhardt & Co., W. R. Grace Co., Agents	83,750
Freitas Lima Nogueira & Co.	68,622
E. Johnson & Co., Ltd.	63,967
Leon Israel Bro.	60,000
Prado Chaves & Co.	55,953
De La Cour & Co.	47,698
Silva Ferreira & Co.	44,768
Ornstein & Co.	43,000
Sociedade Anonyma Levy	41,875
S. A. C. Michaelsen, Wright Nicac & Co.	39,250
J. Aron & Co.	36,500
Henry Martinuison	26,850
Sociedade Anonyma C. Malta	24,500
Pinto & Co.	23,404
Vivacqua Irmaos	17,500
Pinto Lopes & Co.	16,000
Cruz Sobrinhos & Co.	13,000
Comp. Paulista de Exportacao	12,500
J. C. Mello & Co.	13,900
Broz Traco	10,129
Brent Friele	10,000
S. A. Casa Picone	9,500
W. R. Grace & Co.	9,250
Cunha Bueno Netto & Co.	8,115
Baccarat & Co.	7,000
Joas Osorio	7,000
Jessouroun Irmaos & Co.	6,991
McKinlay & Co.	6,750
S. F. & C. Franco Brasiliense	6,750
E. G. Pontes & Co.	6,592
Almeida Cardia Ahrens & Co.	6,500
Eugen Urban	6,500
Brazilian Transmarine Co.	5,000
Alfred Sinner & Co.	5,000
Hermano Barcellos & Co.	4,500
Theo. Wille & Co.	4,000
A. Prado & Co.	4,000
Antonio F. Rocha	4,000
Arbuckle & Co.	3,750
Neri & Co.	3,500
Louis Bohr & Co.	3,000
Castro Silva & Co.	2,750
Soares de Camergo Co.	2,500
Sidney Cox	2,081
Costa Reberio & Co.	2,000
Joao De Segueira & Co.	1,500
Cia Leme Ferreira S. A.	1,250
Martinho Camergo Coelho & Co	1,250
Nossack & Co.	1,000
Total	1,244,678

EXPLAINING THE CALDER BILL

Outstanding Features of the Congressional Measure Which Food Manufacturers Almost Unanimously Endorse*

By Thomas E. Lannen
Washington, D. C.

THE object of the Calder bill, in a few words, is to provide in effect that when an article of food is neither adulterated nor misbranded within the meaning of the national food law and is shipped in interstate commerce it shall not be deemed to be illegal in any of the States, regardless of what the State food law may provide. In this respect it is intended to protect not only the original, unbroken package of interstate commerce, but also the individual package that reaches the consumer, so that under it if a shipment of flavoring extracts was made in the shipping case to a jobber and the extracts were legal under the national food law, the jobber could sell the extracts to a retailer in the State and the retailer could destroy the shipping case and place the individual cartons on his shelf and sell the extracts, a carton or more at a time, to his regular customers, such as housewives, etc., without regard to State laws that conflict with the national law. In other words, a compliance with the national law would be sufficient.

This bill was referred to the Senate committee on argriculture and a hearing was had before that committee on the bill on October 29. Many of the food industries of the United States were represented at this hearing and heartily in favor of the bill. In fact, the bill has received the support of practically all of the food industries of the United States.

In all my experience with food legislation I cannot recall any food bill ever having received such universal support and endorsement as this bill has received. I presented a brief and argument in favor of the bill before the committee referred to, and explained the bill in detail. R. H. Bond, the chairman of our legislative committee, presented the argument in favor of the bill on behalf of our association. The hearing was exceptionally harmonious, the only dissenting voice heard being that of Dr. Alsberg, chief of the U. S. Bureau of Chemistry, who expressed fear that the bill might interfere with the operation of certain State laws that he considered better laws than the national food law. He pointed out in particular that this bill might interfere with certain State stock food laws. Aside from what Dr. Alsberg said the hearing was entirely a one-sided affair and in favor of the bill. I will not attempt to recount the enormous amount of work that has been done in securing the support of the various industries for this bill, and in talking with Congressmen and Senators, preparing briefs and arguments, arguing the constitutionality of the law with Government officials and other work.

The Calder bill is still in the committee on agriculture in the U. S. Senate and the situation seems to be as follows: The majority of the committee seem to be afraid that the bill is so broad in its scope that it might interfere with valuable State laws, particularly laws designed to foster and promote agriculture, such as fertilizer laws, stock feed laws, and similar laws. The committee seem to feel that it might set a bad precedent if passed in its present form. As near as I can ascertain, however, the majority of the committee seem to be in favor of reporting the bill favorably, provided it is so amended as to provide simply for a uniform label. In other words, we can probably secure a favorable report on the bill by having it amended so as to leave out questions of adulteration and confine it to a labeling measure, this measure to provide, in effect, that any label on goods shipped in interstate commerce which is legal under the national food law shall not be deemed to be illegal in any State, and protecting the individual unit reaching the housewife or other consumer even after it is removed from the shipping case.

It seems to me that this is the best bill we can expect to get, and it is my opinion that we should accept such a bill and see how it will work out, and I believe that once it is passed as a precedent it will be found to work out so satisfactorily that broader bills in the same line will follow in the course of the next few years.

*Except from an address delivered before the eleventh annual convention of the Flavoring Extract Manufacturers Association, Springfield, July 8, 1920.

KENNY CO. CHARGES DROPPED

Federal Trade Commission Dismisses Complaint in the Combination Coffee-Sugar Sales Case

(From a Staff Correspondent.)
Washington, D. C., July 19, 1920.

THE Federal Trade Commission has dismissed its complaint against the C. D. Kenny Company in which it was alleged that the respondent adopted a policy of refusal to sell sugar to prospective purchasers unless they would also purchase an equal amount of coffee, and that customers were coerced into purchase of inferior grades of coffee at prices in excess of the market value, in order to obtain sugar.

In announcing the dismissal, the Commission issued this explanatory statement:

The record fails to disclose evidence which would warrant the Commission in making a finding of fact in support of the second charge, and as to this element the complaint should be dismissed.

As to the first charge, a similar conclusion is

reached upon the application of the rule laid down by the United States Supreme Court in Federal Trade Commission vs. Warren, Jones and Gratz.

Here the Court stated the basis of the issuance of an order to cease and desist in the following terms:

"If, when liberally construed, the complaint is plainly insufficient to show unfair competition within the proper meaning of these words, there is no foundation for an order to desist—the thing which may be prohibited is the method of competition specified in the complaint. Such an order should follow the complaint; otherwise it is improvident and, when challenged, will be annulled by the court."

A liberal construction of the complaint would, it is believed, support an order based on a finding that the respondent used or had used a method of competition in refusing to sell sugar except in conjunction with the sale of coffee, and that the allegation of the complaint that a policy was adopted is in fact synonymous with the allegation of the adoption of a method of competition.

It does not seem material that the complaint states that the sales of sugar were restricted to the purchase of an equal amount of coffee. The gist of the complaint liberally construed is that the respondent, in competition in interstate commerce, used a method of competition which was unfair in that sales of the commodity sugar were tied with sales of the commodity coffee.

The United States Supreme Court in the Gratz case, likewise stated the rule for the interpretation of the phrase "unfair method of competition." These words, the court said "are clearly inapplicable to practices never heretofore regarded as opposed to good morals because characterized by deception, bad faith, fraud or oppression, or as against public policy because of their dangerous tendency unduly to hinder competition or create monopoly."

The complaint does not allege that the practice charged was founded in opposition to good morals or against public policy within the exposition of those words as found in the quotation appearing above. While there is evidence in the record which tends to show that the respondent did use the challenged practice with the intent to hinder competition or to create monopoly, having secured a preponderate position in the trade, the majority opinion of the United States Supreme Court in the Gratz case concludes that this element which qualifies the practice as unfair, must be pleaded, and that is not sufficient if those facts subsequently appear in the evidence.

It is to be observed that the practice of the Commission's counsel in preparing complaints, and the understanding of the Commission in the issuance of complaint followed the theory afterward outlined by Mr. Justice Brandeis in his dissenting opinion in the Gratz case, rather than the rule stated by the majority of the U. S. Supreme Court.

It follows that the complaint should be dismissed in its entirety unless the Commission shall take advantage of the opportunity to amend its complaint to conform to the requirements of the rule in the Gratz case.

Such action with its accompaniments of retrial and reargument does not seem to be warranted. This conclusion by the Commission led to the dismissal of the complaint.—LAMM.

WAGON MEN'S CONVENTION PLANS

The Official Program Includes Discussions of Many Problems Which Have Been Bothering the Trade

ACCORDING to the official program of the National Retail Tea and Coffee Merchants Association's fifth annual convention, to be held September 14-17 in the Pennsylvania Hotel, New York, the discussions of the many pressing trade troubles and the exhibits of supplies will be the outstanding features.

President Schorn has announced that 110 exhibitors are expected to display their wares, including practically every item of merchandise a tea and coffee man can use, and he expects that this feature alone will bring a large number of non-members to the meeting. Every afternoon is to be devoted to examining the exhibits, other convention business being suspended for the purpose.

The program for the first morning includes the president's address and reports of officers and chairmen of the membership, legislation, business system and merchandise committees.

The second morning will be given over to appointment of convention committees and discussions of such trade matters as cash accommodation plans, uniform collection methods and driver agreements.

The third morning will be taken up by an address by Felix Coste, of the Joint Coffee Trade Publicity Committee, an address by Counselor H. V. Meneley on the status of legislation, and committee reports.

The morning of the last day will be featured by the election of officers and a meeting of the directors.

The annual banquet is to be held at 8 P. M., September 17.

A NEW BOARD OF TEA APPEALS

(FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., July 12, 1920.—The Secretary of Agriculture has announced the appointent of a Board of Tea Appeals, as provided for in the act transferring the tea inspection service from the Treasury Department to the Department of Agriculture. The board is composed of H. W. Redfield, chief of the New York station of the Bureau of Chemistry; N. L. Townsend, of the Bureau of Animal Industry, and A. Dexter Gail, Jr., of the Bureau of Markets.

The Board of Tea Experts appointed by the Secretary of the Treasury last January will be continued.—LAMM.

SPICE GRINDERS HOLD MEETING

Costs, Revised Sales Contracts, Tare Allowances and Other Trade Matters Are Discussed

DURING the recent convention of the Flavoring Extract Manufacturers Association in Springfield, Mass., fourteen members of the Spice Grinders Section of the American Spice Trade Association held an executive committee meeting in one of the rooms of the hotel. George H. Carter, of the D. & L. Slade Co., chairman of the Section, presided, with H. W. Madison, of the Widlar Co., as secretary.

The gathering was essentially a business meeting, and resolutions were adopted thanking members of the Section who had reported to the committee chairman their manufacturing and packing costs and urging the importance of other grinders sending in similar reports; declaring that the chairman of the Section should also be an ex-officio member of the Board of Governors of the American Spice Trade Association and that the Section should be represented on the Arbitration and Contracts Committee; recommending that importers and brokers incorporate in contracts the provision that all goods be sold f.o.b. New York, in place of ex-store, ex-dock and ex-steamer, and that the invoice be dated from time of shipment and not from date of sale; urging that the matter of actual tare allowance on seeds, herbs and other goods now sold gross for net should be given immediate consideration.

It was also resolved that brokers and importers be requested to state in their contracts that all spices and oher produce comply with the United States food law standards, and if any merchandise must be recleaned and repicked so as to comply with these standards the expense and loss in weight shall be for the account of the seller. It was also agreed to go on record as condemning the Haugen bill and endorsing the Calder bill. A committee of four was appointed to act as a legislative committee in the matter of these two bills.

These men were present: Charles D. Joyce, of the A. Colburn Co., and president of the Flavoring Extract Manufacturers Association; W. M. McCormick, R. H. Bond and N. R. McVeigh, of McCormick & Co.; R. E. Heekin, of the Heekin Spice Co.; S. J. Sherer, of the Sherer-Gillett Co.; F. A. Ross, of the Stickney & Poor Spice Co.; J. L. Clawson, of the Clawson Co.; F. J. French, of the R. T. French Co.; Chas. L. Newton, of the Newton Tea & Spice Co.; H. B. Gwynn, of the W. H. Crawford Co.; Sidney Bird, of the John Bird Co.; G. H. Carter, of the D. & L. Slade Co.; H. W. Madison, of the Widlar Co.

A ROASTER'S SALES CONVENTION

Officers and Employees of the Young & Griffin Coffee Company Attend the Firm's First General Meeting

THE first general sales convention staged by the Young & Griffin Coffee Company, Inc., was held in the Hotel Imperial, New York, July 7-9, and was attended by the firm's officers and sales managers, and thirty-two sales representatives from practically every Southern State. Several well-known members of the coffee and allied trades were there as guests, and delivered addresses on timely subjects.

President C. W. Griffin welcomed the visitors with a timely address, after which one of the guests, M. H. Gasser. of the Gasser Coffee Co., Toledo, presented prizes to the Young & Griffin salesmen who had sold the largest quantities of coffee in their districts. This was followed by a showing of the A. J. Deer Company's coffee film, "A Trip to Brazil." J. Louis Schaefer, vice-president of W. R. Grace & Co., made an interesting talk.

Among the papers read at the convention were: "Growth and Handling of Green Coffee in Countries of Production," by E. L. Phelan, manager of the coffee department of W. R. Grace and Co.; "Testing, Buying. Blending and Roasting," by L. C. Young, vice president of the Young & Griffin Coffee Co.; "The Sale of Bulk Roasted Coffee," by C. V. Durr, the company's division manager at Huntington, W. Va.; "Our Salesmen's Relations to the Jobber," by D. E. Burton, division manager at New Orleans; "Franco-American Coffee Possibilities," by J. Ed. Hylton, division manager at Pittsburgh.

Talks were also given by Assistant Sales Manager J. H. Lawson, Secretary W. H. Klinger, Sales and Advertising Manager E. S. Powell, Frederick W. Nash, manager of the General Chemical Company's food department, and Philip Ritter, Jr., ofthe Philip Ritter Advertising Company. Five-minute "Territorial Talks" were made by twenty-three sales representatives.

A feature of the convention was the inspection trip through the company's plant in Brooklyn, under the guidance of Manager H. M. Mooney, after which the visitors were dinner guests of the firm at Coney Island.

N. C. R. A. ACTIVITIES

Association Issues Bulletins on the Freight Bureau, Slack-Filled Packages and Other Trade Matters

DURING July and the first week in August Manager Felix Coste sent an unusually large number of circulars to members of the National Coffee Roasters' Association. They had to do with the freight bureau and marine insurance, New Orleans port conditions and improvements, research, urn lending with coffee contracts, slack-filled packages and subsidizing salesmen.

THE FREIGHT BUREAU

In regard to the freight bureau it was stated that since March 1 it had handled about 150,000 bags of coffee, and that the volume is steadily growing. It was said that because of the warehousemen's strike in New York some 5,000 bags were tied up early in July and could not be forwarded. In inviting coffee interests not belonging to the N. C. R. A. to take advantage of the bureau's service, the method of using the bureau was given in considerable detail. The circular states that the best possible form of insurance policy had been obtained from the Aetna Life Insurance Company of Hartford, Conn.

CONDITIONS IN NEW ORLEANS

New Orleans port conditions and contemplated improvements are discussed in another circular, wherein it is told that coffee handling is now restored to normal and will remain so unless ship arrivals are again bunched. As to improvements it is related that the New Orleans Green Coffee Association is concerned with enlarging the Poydras Street wharf by 110,000 square feet. Interior buyers are urged to assist in improving service through this port by allowing the forwarder to ship remnants of invoices, ship fillings, etc., as soon as they are ready at L C L rates instead of having them held on wharf until they can be included in carlots.

MARKING COFFEE BAGS

The Association has written to all Santos shippers asking them to mark their coffee bags on both sides, so that they can be more easily and accurately handled on the ships, and on the docks and railways in this country. When marked on only one side, the cost and labor in handling is materially increased.

URN TYING CONTRACTS

This item refers to the orders issued by the Federal Trade Commission requiring the John H. Wilkins Company, C. H. Kroneberger & Co., and the Levering Coffee Co., to cease lending urns on a coffee buying basis, which story was told in the July issue of this paper.

SLACK-FILLED PACKAGES

In regard to slack-filled packages, Circular No. 23 refers to conferences recently held by food manufacturers and the Bureau of Chemistry officials at which it was clearly brought out that the Bureau still holds the view that the size of the package is to the consumer an index of its contents. The result of these conferences has made it evident that packages of food products must be reasonably well filled and that any other practice will constitute misbranding. The N. C. R. A. states its belief that undoubtedly the Federal Trade Commission will be guided by the findings of the conferences in any cases of slack filled packages brought before it.

SUBSIDIZING SALESMEN

The attention of roasters is directed to the matter of subsidizing salesmen of wholesalers and retailers to push the sale of goods of a particular manufacturer in preference to competitors' products, referring to the case of bed spring manufacturer who was ordered to desist from giving premiums consisting of personal property, such as watches and jewelry, to salesmen. As indications are that this practice is rather general in the coffee industry, the Association believes that its elimination would be for the ultimate benefit of the entire trade. "A clean cut case brought before the Commission at this time might put an end to the entire practice of subsidizing wholesale salesmen, retailers and clerks and the offering of coupons and prizes and tokens of every kind."

WHO'S WHO IN THE TRADE

An Appreciation of Laz Aron, President of the New Orleans Coffee Roasters' Association, and Organizer of the Crescent Coffee Mills, Inc.

EARLY in life did Laz Aron, the new president of the New Orleans Coffee Roasters Association, demonstrate the ability to master details quickly which has characterized his work all through his business career. Before reaching fifteen years of age, he had been graduated from the boys' high school in New Orleans, and had started to make a place for himself in the foreranks of mercantile life.

It was this capacity for details and the knack of solving vexatious problems quickly which carried him forward to the position he now occupies as vice president and general manager of the Crescent Coffee Mills, Inc., of New Orleans. Behind him stretches a meritorious career as wholesale grocery clerk with J. & M. Schwabacker, New Orleans; salesman for the Henry

Horner Co., Chicago, and Cage, Drew & Co., New Orleans, and a director of the Reilly Taylor Co.

In 1916, Mr. Aron organized the Crescent Coffee Mills, Inc., taking over the Crescent Coffee Mills, which handled the tea and coffee business of the Smith Bros. Company, and had popularized the Jockey Club, Cobana and Creole brands of coffee, and Ho-Ya and Jockey Club tea. In the past four years, the business of the Crescent Coffee Mills, Inc., has shown a steady and healthy growth.

Living practically all his life in New Orleans, having moved there in 1878 from his native town of Biloxi, Miss., when two years old, Mr. Aron has won the confidence and esteem of his business competitors, and when D. H. Hoffman recently resigned the presidency of the local roasters' association Mr. Aron was unanimously elected as his successor. Though in office only a few months, reports from New Orleans already indicate that Mr. Aron is "on the job with both feet."

PATENT OFFICE RECORD

Patents Granted, Trade Mark Applications Certificates Issued and Labels and Prints Registered During the Month

(STAFF CORRESPONDENT)

WASHINGTON, D. C., Aug. 1, 1920.

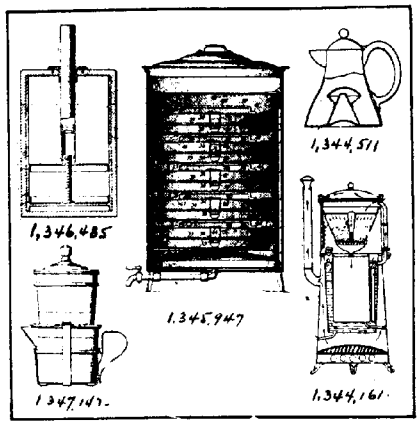
HERE follows a complete record of the latest activities of the United States Patent Office, in so far as they apply to the tea, coffee, spice and general grocery trades.

Apparatus for Preparing Coffee Infusion—Pier Teresio Ardunio, Turin, Italy. (1,344,161.) In a coffee-making apparatus, the combination of a body having separate upper and lower compartments; a water tank and a coffee receptacle in the lower compartment, the tank having a closed top; a holder for powdered coffee in the upper compartment communicating with the coffee receptacle, a pipe leading from the tank to the coffee holder and having its lower end terminating short of the bottom of the tank, so as to supply hot water to the holder until its said end is uncovered and thereafter to supply steam; and a separate pipe in the upper compartment for discharging therefrom the steam delivered by the first named pipe, the last-named pipe having its outlet end opening through the wall of the upper compartment and being formed adjacent said end with a coiled portion for opposing a resistance to the flow of steam therethrough. Illustrated.

Cooking Utensil—John A. Howard, Sr., West New Brighton, N. Y. (1,344,511.) In combination with a cooking utensil, a hollow upwardly tapered member therein having both ends open and an inverted dome-shaped plate located above the upper end of said member and connected with said member for catching steam passing from said member, said device having specific gravity greater than that of water whereby it will remain submerged until steam is generated and caught thereby whereupon it will rise to the surface of the water. Illustrated.

Art of Making Coffee and Apparatus Therefor—Frederick H. Muller, Chicago. (1,345,947.) A means for making coffee comprising a liquid receptacle, a perforated bucket within the receptacle, and a series of superposed successively removable, perforated coffee containers supported by said bucket above the bottom thereof, each container being provided with a cover.

A means for making coffee comprising a liquid receptacle, a perforated bucket within the receptacle, a removable screen adjacent the bottom of said bucket, and a series of superposed, successively removable perforated coffee containers supported in said bucket, each container having a top and means for spacing it from the adjacent container. Illustrated.



PATENTS GRANTED

Device for the Preparation of Coffee or Like Beverages—Manuel De Arrigunaga, New York City. (1,346,485.) The combination of a container and a detachable heat insulating casing surrounding said container and comprising a body and a removable cover, said cover co-acting with said body to completely inclose said container. Illustrated.

Combined Coffee Percolator and Tea Steeper—Henry C. Biette, Buffalo, N. Y. (1,347,142.) A utensil of the kind described, comprising a pot provided with a pouring spout and exterior projecting portions, a holder into which said pot is placed provided with portions engaging the exterior projecting portions of said pot to hold the latter within said holder, a coffee container hav-

ing its lower portion fitting into the upper portion of said pot, and a supporting member having a straining element and being adapted to support said coffee container. Illustrated.

TRADE MARKS PENDING

The following marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a mark may within thirty days enter opposition to prevent the proposed registration. All inquiries should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York, N. Y.

WEEK ENDING JUNE 22, 1920

"D. P. Stores. 'D. P." with triangle. (124,671.) D. P. Stores Co., Norfolk, Va. Coffee, tea, cocoa, flavoring extracts, spices, and other named food products.

"Green Sea." (130,019.) The Buckeye Producing Co., Toledo. Peanut-butter.

"Ko-Wella" with figure of woman and child (130,038) and "Orange Blossom" with two figures of. (130,100.) Hudson Coffee Mills, New York City. Tea.

"Blue Mill." (130,643.) P. W. Browning, Washington, D. C. Coffee.

WEEK ENDING JUNE 29, 1920

"Belcourt." (118,796.) Schoenhofen Company, Chicago. Cocoa and chocolate.

"Tastbest." (129,542.) Ellis Coffee Importing Company, Philadelphia. Coffee, tea, rice, cocoa, and peanuts.

"Chesterfield." (130,642.) Perry W. Browning, Washington, D. C. Coffee.

"Corica." (130,664.) A. Englehard & Sons Co., Louisville. Coffees.

"Grandma's Cup." (130,667.) A. Englehard & Sons Co., Louisville. Coffees.

"Hy-Tone" (131,344), and "Nim-Ko." 131,345.) Nebraska & Iowa Mercantile Co., Omaha. Coffees and canned fruits.

"Jack Sprat" with figure of. (131,846.) Western Grocer Co., Marshalltown, Iowa. Tea, spices, rice, and certain other food products.

WEEK ENDING JULY 6, 1920

"Caffree." (131,335.) Kaffee Hag Corp., New York City. Decaffeinated coffee.

WEEK ENDING JULY 13, 1920

"WD." (113,279.) Walter Dichnelt, Milwaukee. Peanut-butter.

"Breakfast King." Schon, Stevenson & Co., Huntington, W. Va. Coffee.

"Robico." (132,144.) Pan American Coffee Co., Detroit. Coffee.

"C" with figure of camel. (132,168.) V. V. Campbell, Oklahoma City. Flavoring extracts.

"Privesco." (132,362.) Private Estate Coffee Co., New York City. Cocoa.

"Private Estate." (132,363.) Private Estate Coffee Co., New York City. Coffee, tea, cocoa, spices, and olive-oil.

"Oromo." (132,910.) G. E. Bursley & Co., Fort Wayne, Ind. Coffee.

WEEK ENDING JULY 20, 1920

"Supervan" (126,926.) Richard Frank, New York City. Flavoring powders.

"Jamoka." (127,913.) The E. C. Harley Co., Dayton, Ohio. Coffee.

TRADE MARKS REGISTERED

This is a record of trade marks which have been registered and for which certificates have been issued:

"Jac 12" in triangle. (132,289.) J. Aron & Co., New Orleans. Coffee.

"Thea-Nectar." (132,396.) Great Atlantic & Pacific Tea Co., Jersey City. Tea.

"Carmen" with crest. (132,565.) F. C. Tripi & Co., Buffalo, N. Y. Teas and coffees.

Granted June 22, 1920.

TRADE MARKS PENDING

"Chastar-Cha" in star. (132,758.) Sadatsugu Nishikawa, Los Angeles. Canned tea.

"Boscul." (132,802.) William S. Scull Co., Camden, N. J. Tea and rice.

"Kredo." (132,810) Smith & Clark Co., Wilkes-Barre and Scanton, Pa. Instantaneous cocoa in powdered form made of sugar, milk, chocolate or cocoa.

Granted June 29, 1920.

"Anchor" with figure of. (132,935.) David G. Evans Coffee Co., St. Louis. Coffee, tea, spices, food-flavoring extracts.

"Courier" (132,957) and "Expert Blend" (132,958). The E. C. Harley Co., Dayton. Coffee

Granted July 6, 1920

THE DEER SALES CONVENTION

Representatives Are Told of Several Important Departures in the Administration of the Company

THE annual sales conventions of the A. J. Deer Company are always counted among the best of their kind, but this year's meeting, held July 5-10, was easily the most important in the history of this organization, because of the several announcements made by President Deer as regards the future administration and development of the company.

Mr. Deer told the visitors, who came from practically every state in the Union, that the capital of the company was to be increased to $2,000,000, the plant was to be doubled in capacity, and all employees, even down to the office boy, were hereafter to be included in a profit-sharing and stockholding plan that would increase their incomes appreciably. Many of the delegates quickly showed their appreciation by subscribing to $100,000 worth of the new stock before the convention had ended. It was also announced that the company officers had pledged themselves for $300,000 in stock and that the lesser employees were planning to purchase as much as they could.

To Advertise to Consumers

Another feature that brought instant approval was the announcement and description of the new consumer advertising campaign, the first ad to appear in the August issuse of several general magazines, and others to appear monthly until well into 1921. Advance copies of advertisements show that the campaign is based on the fresh roasted coffee principle, featuring the Royal roaster and coffee mill in connection with the Tricolor system of brewing. After explaining the advantages of the fresh roast the ads offer consumers a trial order of two pounds of fresh roasted and properly ground coffee by parcel post for $1.00. But it is carefully explained that only this quantity will be sent to a family, and that thereafter the consumer must get it from a Royal merchant.

With the foregoing announcements coming at well timed intervals the convention was kept at a high pitch of enthusiasm from beginning to end. The first day was chiefly a "get acquainted" day, the real business of the convention beginning with the second day, when Royal electric meat choppers were thoroughly discussed as to makeup, maintenance and sales. Meat slicing machines were the subject of the third day's business sessions, while Royal coffee roasters and mills, and the Royal system of supplying green coffee to the merchants, had their innings on the fourth and fifth days.

The delegates were well entertained while not in the convention hall, the features including a reception and talkfest at the Elks' club; a smoker at the Hotel Sherwood; dinner at the Hornell Country Club; a theatre party at the Shattuck Opera House and a showing of the Deer coffee film, "A Trip to Brazil;" and an old-fashioned Steuben County clam bake.

In making his announcement of the increase in capitalization and size of the plant, President Deer said that the company had been unable to handle the rapidly developing business and last year had to refuse orders totalling a half million dollars, exclusive of orders from foreign countries. In regard to export trade he said that while the Royal machines are now in operation in every country in the world, the foreign business is still in its infancy, and that millions await the company abroad when it can fill all its orders.

GROCERY TRADE DIGEST

¶ The most important news happenings of the month boiled down for busy readers.

Wholesale Profits Analyzed

While net sales increased substantially in the wholesale grocery trade in 1919 over 1918, the increase in profits was slight, according to the Harvard Bureau of Business Research bulletin on "Operating Expenses in the Wholesale Grocery Business in 1919." The report is based on the operating expenses of 159 wholesale grocers located in forty States and Canada, whose volume of annual sales ranged from $144,000 to $24,800,000. In 1919 net sales of the wholesale grocers were found to have increased substantially over the 1918 sales, in one case the increase amounting to 58 per cent. In only six cases were actual decreases shown, and these were comparatively slight. However, in this connection the report is careful to point that according to the Bureau of Labor statistics wholesale prices of food in the United States increased in 1919 by about 13 per cent. It follows, therefore, that a real increase in the volumes of goods sold has not been indicated unless the net sales in terms of dollars have increased by at least 13 per cent. The bureau has found that the common figure for total expense in 1919 was 9.1 per cent of net sales, which means that during the year the jobbers managed to prevent any proportional increase of expense over 1918. The report arrives at a com-

tion net profit for the trade of 1.9 per cent of net sales, this figure being about one-fourth of 1 per cent higher than the figure for 1918. The report also gives figures showing the range of gross profits, the common figure for which was 11.1 per cent.

THE GOVERNMENT CANNED MEAT SALE

The scope of the Government campaign to sell its surplus stocks of canned roast beef, corned beef, corned beef hash and bacon is indicated by the statement issued from the War Department, Surplus Property Division, that the Director of Sales has enlisted the services of more than 60,000 postmasters, 5,000 bankers and the mayors of every city and town in the country. The meats are to be distributed through wholesale and retail merchants in every state, and at prices said to be far below the regular commercial prices for the same items.

OUSTER SUITS AGAINST KANSAS WHOLESALERS

Ouster proceedings have been filed in the Kansas Supreme Court by the State Attorney General against every wholesale grocery house in the State of Kansas, the firms being charged with conspiracy and of combining to form a trust. The Attorney General wants every wholesaler driven out of Kansas, and a penalty of $100 a day each imposed for every day they have been parties to the alleged conspiracy.

PENNSYLVANIA BANS "SUGAR SUBSTITUTE"

Sako, a sugar substitute composed almost entirely of saccharin and advertised by the Sako Products Company of Chicago, recently fell under the ban of the Bureau of Foods, Pennsylvania Department of Agriculture. The Pennsylvania laws prohibit the sale of food articles containing saccharin, and the Sako product has been banned.

CANADIAN CO-OPERATIVES SHOW PROFITS

The Co-Operative Union of Canada reports a profit of $4,156,870.41 for the past year, an average of 73.9 per cent on the capital. Of this amount $138,215.70 was returned to consumers as dividends on purchases, and $18,654.71 retained to pay interest on capital and for allocation to reserve funds.

THE NEW PROCTER & GAMBLE SALES PLAN

Specialty jobbers do not take kindly to the Procter & Gamble plan, inaugurated on July 1, to sell products direct to the retailer, thereby eliminating the jobbers. The trade is expecting a big fight between the opposing interests. Other manufacturers are watching developments, and some may soon follow suit.

WHOLESALERS CUTTING DOWN CREDITS

Wholesale grocers the country over are tightening up on their credits to retailers, according to reports from several trade centers. The central sections of the country are becoming particularly stringent in this respect.

OFFICIAL BLACK-LIST FOR PROFITEERS

Finding that there is no Massachusetts law to curb profiteering, the State Commission on Necessaries of Life proposes to publish the names and addresses of unfair dealers.

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

GEORGE F. MITCHELL, Supervising Tea Examiner, was one of Sir Thomas Lipton's guests aboard the latter's flagship during one of the international yacht races held off Sandy Hook during July.

FRED A. TILLMANN, president of Tillmann & Bendel, San Francisco wholesale grocery house, during a recent visit in Europe, flew by aeroplane from London to Brussels. Mr. Tillmann is expected to return to California during August.

B. A. LIVIERATO, of the Livierato-Kidde Company, New York, left with his family late in July for their summer home at Squirrel Island, Me., where they expect to remain until about the middle of September.

S. ISHII, of the Fuji Company, Shidzuoka, reached New York from Japan on July 28. He will remain in this country for several months.

CHARLES F. BLAKE, of Blake & Bullard, New York, coffee importers, motored to Watch Hill, R. I., during the months, accompanied by Mrs. Blake and his son, Theodore.

C. C. SEATON, of the Meguire & Seaton Company, coffee brokerage firm, Louisville, and R. W. ENGELHARD, of A. Engelhard & Sons, coffee roasters, also of Louisville, visited New York during the month on a combined business and pleasure trip.

THOMAS DUNNE, of Whittall & Co., tea importers, New York, returned on July 3 from a world-wide trip, during the course of which he visited Japan, China, the Malay states, Ceylon, India, Egypt and England. He was accompanied by his wife and daughter, and was away six months.

The Blue Book of the Trade

The TEA & COFFEE TRADE JOURNAL

The Grocery Magazine De Luxe

WILLIAM H. UKERS
President and Editor

H. DE GRAFF UKERS
Secretary and Treasurer

W. R. BICKFORD
Managing Editor

O. W. SIMMONS
Advertising Manager

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MEMBER

The Associated Business Papers, Inc.; The New York Business Publishers Association; The National Publishers Association; Editorial Conference of the New York Business Publishers Association; National Conference of Business Paper Editors; National Editorial Association; The Advertising Club of New York; The Business Press Department of The Associated Advertising Clubs of the World; Charter Member of The Audit Bureau of Circulations.

DOMESTIC CORRESPONDENTS: *Washington*—L. M. Lamm, 63 Home Life Bldg.; *New Orleans*—E. K. Pelton, *Times-Picayune; San Francisco*—G. P. Manchester, 88 First Street.

LONDON: Thomas Reece, 34 Cranbourn St.; RIO DE JANEIRO: J. H. Wileman, 61 Rua Camerino; COLOMBO CEYLON: *Ceylon Observer*—A. M. & J. Ferguson; CALCUTTA: Charles Judge, 4, Mission Row.

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

Vol. XXXIX August, 1920 No. 2

FOR MORE EQUITABLE ADVERTISING RATES

In most lines of business, price increases take effect over night. Contracts uncompleted may have to be carried out, but few firms are able nowadays to accept orders except at a "price in effect on the date of delivery." Once a new price is decided upon, it applies immediately.

Why should publishers be expected to do business on any different basis? To bear a reasonably fair relation to production costs, advertising rates should be advanced from time to time as costs increase, and the advertiser should expect to bear his proportion of these increases upon due notice. The time has come when advertising rates, to be fair, must keep pace with increasing costs and should be effective immediately. Otherwise some advertisers will be paying too much, many too little, and the publisher will be unable to give good service to either reader or advertiser.

The publisher who is tied to tradition—established when his own costs were more stable, and varied only from year to year as circulation increased—and who invites new contracts, or extensions of old contracts, at old rates which he knows are below his costs, is either a philanthropist, a fool or a gambler.—S.

AN OPPORTUNITY TO INCREASE TEA CONSUMPTION

It is good to learn that the Tea Association of the United States has decided to publish a series of announcements designed to awaken trade interests in behalf of a national tea advertising campaign. Many tea men, both here and in the producing countries, have been apathetic on the subject of co-operative tea advertising. It is to be hoped that the Tea

Association's messages will have careful reading, and that they will bring the trade to a full realization of its opportunities.

There is a handful of men in the tea trade who are alive to the possibility of bringing about a substantial increase in tea consumption by means of the right kind of persistent national advertising, and it is they who have taken this initial step. These men deserve co-operation in full measure. Don't "let George do it." The thing most needed just now is organization and team work. One concrete way to co-operate is for every tea merchant in the United States eligible for membership to join the Tea Association.—S. B.

WHY NOT CO-OPERATIVE EXTRACT RESEARCH FOR ALL?

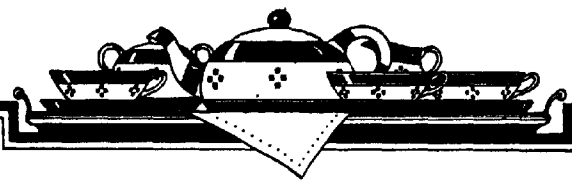
The recent work of the Research Committee of the Flavoring Extract Manufacturers' Association in determining the minimum alcoholic content of various extracts marks a definite step towards co-operative scientific investigation in the industry. Since the same problems are encountered by the small extract maker as by the larger one, it would seem logical that their resources should be pooled for the benefit of co-operative research. The expense thus entailed to the individual member would be insignificant in comparison with the results to be obtained. Indeed, it would seem that the present opportunity to establish such a research bureau—not only for investigatory work, but also for the examination of materials and as a clearing house for technical information—would prove the most valuable one that has ever presented itself to the Extract Association. Such a bureau would assist in establishing the Association with those extract makers that have not previously taken advantage of its membership, but would appreciate the advantage of laboratory facilities devoted to problems of their industry. It is rather significant—and indeed fortunate—that the majority of the officials of the Association and most of those members that have devoted themselves so unselfishly to its interests are connected with the larger firms in the industry, and naturally have their own private laboratories. This being the case, it would seem that these officials would urge the Association to establish such a co-operative laboratory because they certainly are in a position to support such a movement by concrete examples of definite advantages that they have obtained in their laboratories,—and which would be enjoyed to a greater degree by a laboratory devoted to the interests of the Association, i.e., to the entire industry.—D.

ONE WAY TO CORRECT THE JAMAICA GINGER ABUSE

The abuse of tincture of ginger as shown by comment in the daily press is proving the source of considerable alarm to the extract trade. The abuse of one product may lead to that of another—and finally to the serious injury of the entire industry. Some extract makers have discontinued entirely the manufacture of essence of ginger. Others have been compelled to apply such restrictive regulations in regard to the quantity to be sold to a merchant that unsatisfactory sales relations have resulted. It is possible that considerable amounts of this preparation are produced by firms that are not bona fide extract makers, but unfortunately the matter reflects a disagreeable light on all members of the trade.

It seems that the most logical solution would be to remove this preparation from the next issue of the "Pharmacopoeia." The tincture or essence could then be obtained only on a physician's prescription from a registered druggist. It is true that this product is used largely in the case of complaints of a minor nature which might not justify the time nor expense of a physician's advice. However, an examination of the "Pharmacopoeia" and "Dispensatory" indicates that the valuable properties of ginger would still be available in other convenient forms for medicinal uses.

The "Pharmacopoeia" notes four official ginger preparations—the oleo resin, the fluid extract, the tincture and the syrup. The syrup contains approximately five per cent. of alcohol as compared to ninety in the tincture. The dose is naturally larger. However, the product is so low in alcohol and contains such a large proportion of sugar, that it could not be adapted to beverage purposes without considerable dilution. Furthermore, it would be possible to emulsify one part of oleo resin from Jamaica ginger with one hundred parts of invert sugar syrup, and thereby produce a mixture comparable to tincture of ginger in strength, and readily miscible with water. Finally, the "Dispensatory" is authority for the statement as to the value of the old fashioned ginger tea—prepared as an infusion from the root. It is, therefore, evident that removing the tincture from the list of official preparations, would not work a hardship on persons desiring ginger for medicinal purposes.—M.

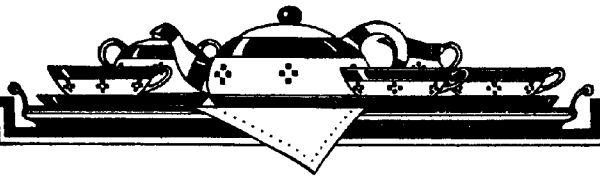


THE Greatest Potential Tea Market in the World is the Least Developed Tea Market in the World.

Tea is the national, year-round, every-hour-of-the-day home beverage of every English-speaking country on earth—except the U. S. A.

That is merely because Americans have never been made to see that tea is unsurpassed as a beverage. It is equally palatable and stimulating morning, noon and night the year round; it is unexcelled as an iced drink in summer; and it is the most economical and most quickly prepared drink for the home.

The United States with its 100,000,000 people uses but one pound of tea per year per person. Australia consumes nearly nine pounds per person. England uses over seven pounds per person, and Canada five pounds per person.



If tea consumption in the United States could be increased only one pound per capita, it would mean that tea men would make $50,000,000 *additional* tea sales yearly.

It is the purpose of the Tea Association of the United States to increase the consumption of tea in this country through coordinating the effort of all tea interests at home and abroad.

Watch these two pages each month. They will inform you of matters in which all tea men should be interested.

TEA ASSOCIATION

OF THE UNITED STATES OF AMERICA, Incorporated.

106 WATER STREET, NEW YORK

THE EXTRACT MAKERS' CONVENTION

¶ The stringent alcohol regulations, adverse State and Federal legislation, rising costs of production, and disrupted transportation facilities were the principal subjects discussed at the annual convention of the Flavoring Extract Manufacturers' Association in Springfield, July 7-9. ¶ This being the most critical period in the trade's history, delegates from practically every State were present. ¶ All officers were re-elected.

WHEN the delegates to the eleventh annual convention of the Flavoring Extract Manufacturers' Association gathered on July 7 at the Hotel Kimball, Springfield, Mass., they faced many of the same problems which confronted them at the 1919 convention and in addition a few more that had cropped during the year. Though held in a somewhat out of the way place for most members, the trade's troubles were sufficiently pressing to bring together more than 130 members and associates from practically every State in the Union.

THE PRINCIPAL SUBJECTS DISCUSSED

Foremost among the subjects discussed was the application of the prohibition act to the extract trade, and it developed that the industry is still in a precarious position, requiring careful attention to the letter, as well as the spirit of the law. Increased costs of production, adverse State and Federal legislation, the let down in railroad transportation facilities and the difficulty in getting adequate supplies of certain materials were also matters which received attention.

After the convention closed on July 9 it seemed to be the consensus of opinion among the visitors that the eleventh annual meeting had been one of the most fruitful and business-like of any in the association's history.

ALL OFFICERS RE-ELECTED

The reports of the officers and committees made it clearly evident that the association officials had put in a great deal of hard and intelligent work during the year in the interests of the organization and trade in general. The delegates expressed this belief by unanimously concurring in the nominating committee's suggestion that all last year's officers be re-elected, as follows:

President, Charles D. Joyce, of the A. Colburn Co., Philadelphia; *first vice president,* R. E. Heekin, of the Heekin Spice Co., Cincinnati; *second vice president,* L. B. Parsons, of Seeman Bros., New York; *third vice president,* Gordon

SOME PROMINENT EXTRACT ASSOCIATION LEADERS AT THE SPRINGFIELD CONVENTION

Reading left to right they are: Ex-President F. P. Beers, Treasurer F. A. Ross, Association Attorney Thomas E. Lannen, Legislative Committee Chairman R. H. Bond, President Charles D. Joyce, Secretary L. K. Talmadge and Executive Committeeman J. L. Clawson.

OZONE-VANILLIN

PURER, SURER THAN THE BEAN

¶ There is no test of Vanilla flavoring quality, economy or satisfaction that is not best and most dependably met by Ozone-Vanillin.

¶ An ounce of Ozone-Vanillin has the flavoring energy of about 2½ pounds of superior Vanilla beans and by proper manipulation is soluble in 10% alcohol. The immense saving herein attained is truly representative of the efficiency principles without which no manufacturing organization is really complete.

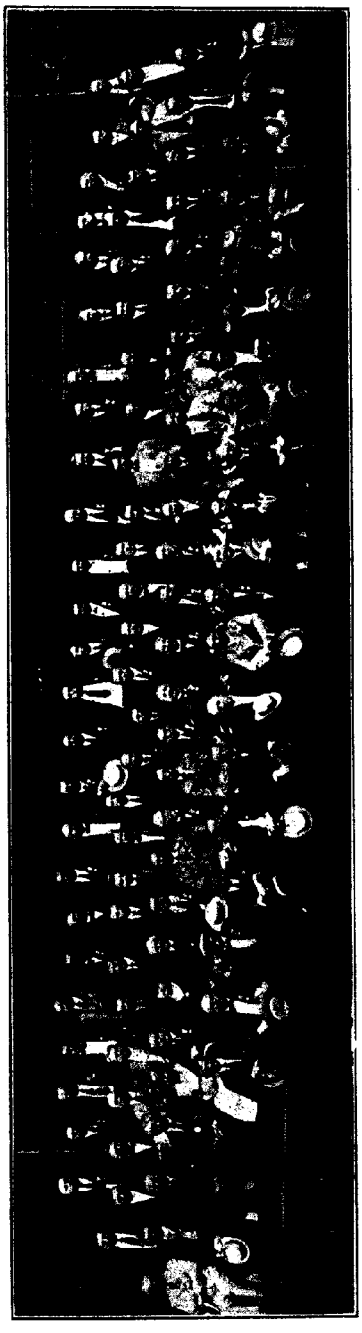
¶ Ozone-Vanillin is absolutely pure, derived solely from selected vegetable sources by an exclusive Electro-Chemical process which eliminates every trace of superfluous matter and derives an aromatic body identical with the Vanillin which would result from perfect purification of the chief flavoring principles of best Vanilla beans.

¶ Ozone-Vanillin is utterly uniform in character and results. Herein lies a significant advantage over Vanilla beans, which by their nature are bound to vary in size, quality and flavoring value.

¶ Thus Ozone-Vanillin is highly favored by those progressive manufacturers who realize that there can be no standardization of the finished product or of ultimate profit unless the flavoring base be standard in all the essentials of quality, economy and satisfaction.

UNGERER & CO.

124 West 19th St. New York



DELEGATES AND GUESTS AT THE FLAVORING EXTRACT MANUFACTURERS ASSOCIATION CONVENTION

M. Day, of the Day-Bergwall Co., Milwaukee; *treasurer*, F. A. Ross, of the Stickney & Poor Spice Co., Charlestown, Mass.; *secretary*, L. K. Talmadge, of the Baker Extract Co., Springfield.

Executive Committee; F. P. Beers, of the C. L. Cotton Perfume & Extract Co., Earlville, N. Y.; F. L. Beggs, of the Styron-Beggs Co., Newark, O.; R. H. Bond, of McCormick & Co., Baltimore; J. L. Clawson, of the Clawson Co., Philadelphia.

In addition to the usual reports of officers and committee chairmen, several important addresses were read on subjects generally of vital importance to all delegates. Practically every technical paper developed thorough discussion from the floor, and many of the points brought out were reflected in the resolutions that were unanimously adopted on the last day of the convention.

The Resolutions

Fifteen resolutions were reported by the resolutions committee, which consisted of R. H. Bond, W. H. Hyde (of the Abner Royce Co., Cleveland), Attorney Thos. E. Lannen, C. L. Newton (of the Newton Tea & Spice Co., Cincinnati), and H. G. Gwynn (of the W. H. Crawford Co., Baltimore).

In addition to the usual courtesy resolutions of thanks to officers, committees, the trade papers, the speakers and the hotel management, it was urged that the Interstate Commerce Commission be requested to give speedy aid to the railroads to the end that transportation troubles be ameliorated; that copies of the cost committee's report be sent to new members and other firms in the trade meeting the approval of the executive committee; that legislation requiring labels showing alcoholic contents be opposed; that each member do what he can to increase production and offset the spirit of unrest prevailing in laboring classes; that war-time legislation be repealed and the country brought to a peace time basis; that the Haugen slack-filled package bill be opposed; and that Congress be urged to pass the Calder bill.

After accepting the resolutions, the delegates agreed to the proposition of the executive committee that the annual dues for active members be increased from $25 to $50, with no change in the associates' dues, and that a paid secretary be employed by the association.

In the discussion of the next convention city, St. Louis seemed to lead in favor, though numerous other cities made bids. The question was referred to the executive committee, for the later announcement. The convention probably will be held in April next year.

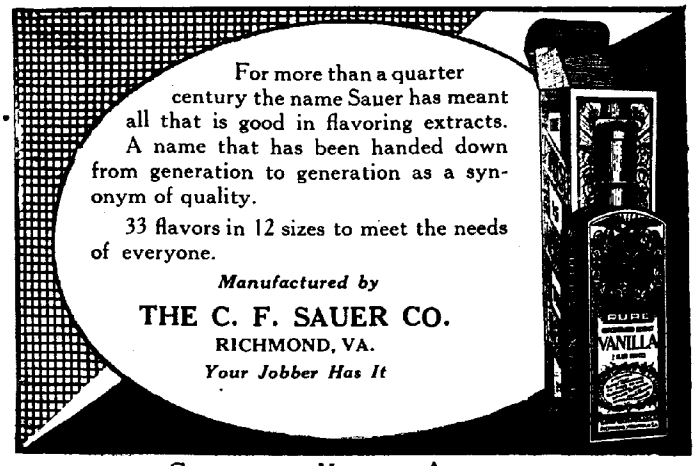
The President's Address

The first paper on the program, after the welcome by F. R. Brown of the Springfield Chamber of Commerce, was President Joyce's annual ad-

SAUER'S

THE NATIONAL EXTRACT

VANILLA AND 32 OTHER FLAVORS



SEVENTEEN HIGHEST AWARDS FOR

Purity, Strength and Flavor

LARGEST SELLING BRAND IN THE U.S.

dress, in which he said in introduction that though business was still in a serious condition the apex of unrest and dissatisfaction had been passed and the future looked brighter. In reviewing the work of the executive committee during the year he said four meetings had been held, at which it was voted to increase Attorney Lannen's salary to $1,500 a year; to oppose any change in the standard for flavoring extracts from that set forth in Circular 19; to appropriate $400 for the use of the research committee in investigating the minimum percentage of alcohol required in various standard and imitation extracts as legalized by the Internal Revenue Department; discussing a standard for non-alcoholic flavors and agreeing that none could be suggested that would produce clear' insofar as the Washington officials are co cerned. We must at all hazards maintain our p tion, and any manufacturer selling or distribu flavoring extracts for any except their legitim uses, should be summarily dealt with.

Mr. Joyce touched upon legislative matte briefly, stating that they would be dealt with detail by committee reports during the conve tion. He closed his address as follows:

"I feel that the coming year will be even m momentous than the year just closing. The gre est danger to our industry will be the introduc of "unbaked" legislation proposed by the va ious States, and it will require the utmo vigilance to prevent the enactment of such leg lation. It is scarcely necessary to make a stro appeal to the membership to respond immediat to the request of the chairman of the legislati committee for assistance in defeating the pass

A Group of Convention Visitors "Flashed" in the Lobby While Waiting for Lunch

Seated, left to right: Mrs. G. C. Morrow; Leo Green, of Boyce Extract Co.; Mrs. Leo Green; G. Lowenstein, of Boyce Extract Co.; C. R. Melton, of Pierre Lemoine Cie; Ex-President F. P. Beers. Standing, left to right: G. C. Morrow, of Morrow Extract Co.; Leo M. Furman, of the Furman Co.; R. H. Bond; Frank W Green, of National Aniline & Chemical Co.

a satisfactory commercial product. Mr. Joyce said that the association had received complaints about the promiscuous sale and distribution of alcoholic extracts, especially essence of ginger, and urged a full discussion during the convention of the improper use of extracts. He said on this point:

"The association has spent a great amount of time, and no small amount of money, in order to protect the flavoring extract industry from unjust legal attack. We have so far been successful in our efforts, and this industry now stands 'in the clear' insofar as the Washington officials are concerned. We must at all hazards maintain our position, and any manufacturer selling or distributing flavoring extracts for any except their legitimate uses, should be summarily dealt with.

"I feel that the coming year will be even more momentous than the year just closing. The greatest danger to our industry will be the introduction of "unbaked" legislation proposed by the various States, and it will require the utmost vigilance to prevent the enactment of such legislation. It is scarcely necessary to make a strong appeal to the membership to respond immediately to the request of the chairman of the legislative committee for assistance in defeating the passage of bills in various States, or in the national Congress. We know that our industry is an essential and legitimate one, and we must be prepared to make every effort to keep it so recognized."

Committee Reports

L. K. Talmadge, reporting as secretary, said that the association had 191 active and 52 associate members, three members resigning during the year and 70 new members being admitted. He also reported that in answer to his letter soliciting funds for special legislative work he had received $1,575 from 49 members. The same number su

Extract Department
Filling, Corking, Labeling Extract Bottles
50 per minute

ARE YOU SATISFIED WITH THE RESULTS OF YOUR EXTRACT BUSINESS?

If you manufacture your own extract and are not satisfied with the results obtained, we know The Widlar Company can show you savings and relieve your labor problems.

The Widlar Company specialize on a few products and by the use of special designed machinery, are able to produce a maximum output at a minimum cost.

Our extracts are of highest quality and guaranteed to pass all Pure Food Laws.

Upon request we will submit you samples and prices of our products.

We will pack in bottles, under your label, if quantities justify, or will furnish bulk in kegs and barrels.

THE WIDLAR COMPANY

C. W. Brand President

CLEVELAND, OHIO

Specialists in Ground Spices—Extracts—Salad Dressing—Mustard

scribed last year and were not approached this year by the secretary.

Treasurer Ross reported a total income during year of $10,259.24, disbursements of $8,475.42, and a balance of $1,783.82.

R. H. Bond's report on the activities of the legislative committee of which he is chairman necessarily was lengthy because of the great amount of work done in the interests of the as-

PRESIDENT JOYCE WINS A DONKEY RACE
Riding "Man-o'-War," he easily outdistances John L. Clawson, whose mount insisted on running in the other direction.

sociation and trade. He told about the fight to have the Volstead bill so phrased as not to kill the extract industry and about the work of the committee in combating inimical legislation in a large number of States; he gave graphic digests of the more important bills and in the case of those bills which had been disposed he told of their fates. Mr. Bond closed his report with this warning:

"Your committee looks forward to the sessions of the legislatures next year with trepidation. If the sessions of the legislatures of these States which have been held since January 1, 1920, are to be accepted as a criterion for what may be expected of those which will convene after January 1, 1921, then this organization and every individual member of same will have to be "on tip-toe" to prevent unwise, unnecessary and drastic legislation which your committee feels will be leveled at the industry. No bills have gotten through the legislatures thus far this year under which the flavoring extract industry cannot do business, and upon that we are to be congratulated, but the price of safety is eternal vigilance and hard and tactful work."

J. L. Clawson, of the publicity committee, spoke extemporaneously. He urged the members to renew their efforts to offset unfavorable legislation and publicity and said that their troubles had ot just begun.

F. P. Beers read the report of the cost co mittee, during the course of which he said th the present average selling prices on extra were not high enough to offset advances in t cost of raw material. His principal statemen are printed elsewhere.

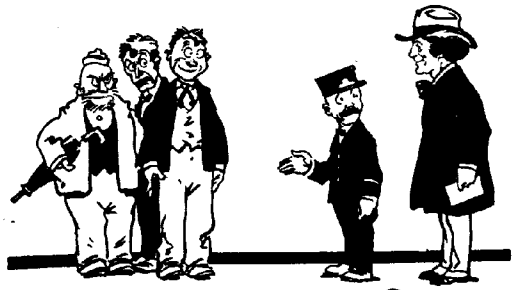
In his report as chairman of the trade intere committee, R. E. Heekin brought up the questi of getting supplies or raw materials and he, to made a plea for higher prices. He expressed t belief that more extracts were being sold b cause people were living on a higher plane, a had more money to spend, and not because o prohibition.

S. J. Sherer's report on transportation was e ceptionally well received. It appears on anoth page.

In telling about the legislative work of h office Attorney Lannen said that the year just pa has been the most crucial period since flavori extracts have been manufactured commercially and he said he is not sure but matters would b come worse before they changed for the bette Forty legislatures will be in session during th year, he stated, and the association and the indus try as a whole "is in for a terrible struggle." Re viewing the past year he told about the prohibitio act, the status of the Calder and the Haugen bill

W. M. MCCORMICK WAITING FOR THE CLAM BAK
He was ably assisted by Charles B. Cary of the Inte national Filler Corp., of Richmond, on his right.

describing the latter as vicious. He also spok of providing for uniformity of pure food laws the refund on fruit beverage taxes, standard for non-alcoholic extracts and prosecutions unde the pronibition law.



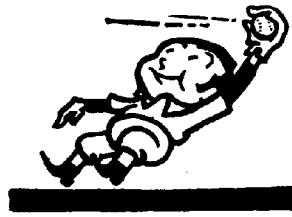
"Elbert Hubbard illustrated what lack of co-operation means by telling of a visit he once made to an Insane Asylum, where he found a comparatively small Attendant in charge of a group of physically powerful lunatics. When asked by Mr. Hubbard if there was not danger of being attacked by his patients, the Attendant said: 'Oh, yes. But you see they can't get together—they're crazy.'"

Our Experience Is at Your Service

CHARLES V. SPARHAWK
INCORPORATED
DRUGS, ESSENTIAL OILS AND CHEMICALS
NEW YORK CITY
NEW YORK

Our Cooperation Is to Your Advantage

ARTIFICIAL FRUIT ETHERS



GOOD WORK!

Due to years of effort, careful training, skill and supervision. It is so in baseball. It is so in making collapsible tubes. There may be better tubes than Peerless Tubes. We seldom see them. There are none cleaner. Think of being able to fill tubes without first cleaning them out. MAY WE PROVE IT?

PEERLESS TUBE CO.

218 Broadway
New York
N. Y., U. S. A.

ORCINE
HAIR SHAMPOO

Made from specially selected vegetable oils. Packed 12 cans in display box.

TEA and *COFFEE* merchants are doing a profitable repeat business on this brand. *GET YOUR SHARE.*

Write for sample and price

GRAHAM BROS. SOAP COMPANY
1319-25 W. Lake St., Chicago

"JUST AS GOOD"

These three words mean either exactly what they say or else they mean quite the opposite.

Van Duzer's Certified Flavoring Extracts

VAN DUZER'S STANDARD OF EXCELLENCE CERTIFIED FLAVORING EXTRACTS

are "just as good" as it is possible for flavoring extracts to be. That's why they have outsold cheap imitations for over 70 years.

Van Duzer Extract Co., New York, N. Y. Springfield, Mass.

One of the principal technical papers delivered at the convention was that read by Melvin de Groote, Industrial Fellow of the Mellon Institute, University of Pittsburgh. His address dealt with "Some Aspects of Chemical Research in the Flavoring Extract Industry," and is presented in digest form further on in this department.

Prof. L. B. Allen, of Westville, Mass., read a paper on "Alcoholic vs. Glycerin Extracts," which evoked considerable discussion among Mr. de Groote, Prof. Allen and Dr. Boyle. A digest of the paper is published on a following page.

J. H. Tregoe, secretary-treasurer of the National Association of Credit Men, delivered a stirring address on the pressing need for all business men to make a study of the science of government with a view to raising the practice of government to a higher standard of efficiency and ethics. He seemed to take special pleasure in assailing the excess profits tax principle. A trained speaker, Mr. Tregoe swayed his audience as he willed.

Report on Association Research

Chairman F. L. Begg's report for the research committee was deemed one of the best read during the convention, and at its conclusion it was voted to have it printed in bulletin form and distributed among the members. Reviewing the inauguration of research into standards for alcoholic extracts, Mr. Beggs quickly passed to the "meat" of his paper. He said that many manufacturers are using too much alcohol in their products, as shown by investigation of samples, while others use too little. He disclosed variations in the alcohol content ranging from 100 per cent to 14 per cent in the case of Jamaica ginger; 95 to 50 in extract of lemon, and 95 to 25 in orange extract. He distributed a table showing the amount of alcohol necessary to maintain clear extract at 32 F., and the per cent to maintain cloudy extract at 32 F.; also the percentage of alcohol to maintain clear and cloudy extracts at 50 F., in 38 different varieties of flavoring extracts. Mr. Beggs emphasized the fact that a careful observance of the standard now given to the trade as the minimum amount of alcohol will mean a great saving to the manufacturer.

Dr. F. M. Boyles, of McCormick & Co., Baltimore, followed with a paper on "Maximum and Minimum Quantity of Alcohol Required in Flavoring Extracts." Then came a discussion as to what to do in following up the work of the research committee and Chairman Day moved that the chemists be asked to make further investigations.

Dr. B. H. Smith, of Springfield, one of the investigating chemists, on invitation spoke a few words as to the report and told a story illustrating the fact that the flavoring extract maker, in case he put in too much alcohol, would have the Internal Revenue Department after him, while if he had too small a percentage of alcohol would find the Bureau of chemistry on his track.

Co-Operation With Government

In the closing address of the convention on "Laws and Regulations Relative to Non-Beverage Alcohol," James G. Caffrey, formerly of the Internal Revenue Department, urged co-operation between the association and the government and discussed the laws and regulations on alcohol, from the first tax in 1875 of 90 cents on each two gallons of spirits to the war revenue act of February, 1919, raising the tax on alcohol as beverage from $3.20 to $6.40. He spoke of the eagerness of the department to co-operate with the flavoring extract men and cautioned against even technical infringement of the law. Rules governing the revocation of permits were explained, the stipulations of the internal revenue laws, and he also showed that the old laws have not been repealed.

FOR ASSOCIATION RESEARCH

Some Aspects of Organization Chemical Investigation in the Flavoring Extract Industry*

By Melvin De Groote
Mellon Institute, University of Pittsburgh

ASSOCIATION research is not a wonderful discovery, not a new idea that has come to light over night. It is neither a scientific revelation nor a disclosure of secrets that have been locked in the vault of science, but rather a slow, tedious development through the ages. It is simply the logical trend of the fundamental fact that man uses every tool that will increase his comfort and safety. In the foregoing I have sketched its origin, its growth, and its present status and importance. I have discussed its value, and its practical co-operation with industry, and have shown how it has functioned in various representative associations. * * *

I believe that this association should have its own research laboratories, devoted to its own individual interests, twenty-four hours out of each day. This is not proposed as a new point,—you have discussed it at your meetings in the past,—and, in fact, this association has accumulated and is working out valuable research data. I need only refer to the information on

* Excerpts from an address delivered at the eleventh annual convention of the Flavoring Extract Manufacturers Association, Springfield, July 8, 1920.

Collapsible Tubes

for

Flavoring Extracts

Tin tubes are the logical containers for non-alcoholic flavoring extracts. Farsighted manufacturers are adopting this style of package.

When you use tubes, make certain that they are carefully made and artistically designed.

Our tubes are the result of nearly one hundred years of experience. **Wirz** tubes have been the standard for years, and are worthy of carrying the finest of the flavoring extract manufacturers' products.

May we send samples and prices?

Est. 1837 **A. H. Wirz, Inc.** Inc. 1914

Chester, Pa.

VANILLA BEANS

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK

Comores

Bourbon Vanilla Beans
We are direct receivers from the Islands.

Tahiti

Vanilla Beans
Yellow Label
Shipments received at regular intervals.

ANTOINE CHIRIS CO.
18-20 PLATT ST.
NEW YORK

vanilla extract that has been completed through the efforts of this association, and to the present work on the alcoholic content of various extracts. Some of this work has been carried out through the courtesy of individual firms having laboratory facilities. * * * In the remaining part of this paper, I will present some of the opportunities for a research laboratory in this country.

Research Would Bring Federal Aid

There is the opportunity for cooperating with the Association of Official Agricultural Chemists. This association is interested in a wide variety of materials of which extracts constitute a part. Such cooperation would emphasize the interest that such an association would exhibit, and its influence due to its character is important. It is within the province of the Association of Official Agricultural Chemists to develop and improve analytical methods. A laboratory representing the extract industry would be in a position to assist in methods, and to protect the interests of the industry, if necessary. A research laboratory could furnish explanatory data in regard to the methods of analysis or other technical matter.

The same point holds true in respect to the federal food officials. The cooperation in this case also would be possible along various research lines. The work of the Bureau of Chemistry on vanilla is well known. During the past the matter of an orange imitation has come to the attention of some of the members of the industry. Cooperation no doubt could be arranged for investigating such a product.

Likewise, many of the individual States have laboratories which are devoting a part of their time to similar problems. For instance, the State of Pennsylvania has devoted considerable time to a study of extracts. Undoubtedly many problems would prove of mutual interest. Cooperation with the Department of Internal Revenue is one of prime importance. Various members will attest to difficulties in obtaining permits, especially in the present case, where formulas must be submitted. The current work of this association on the minimum alcoholic content is an indication of activity in this field. Likewise, values should be determined not only for extracts equal to standard strength, but also for increased strengths. In the case of lemon extract the minimum alcoholic strength should be determined not only for 5 per cent oil of lemon, but also up to 10 per cent.

There is an excellent opportunity for the cooperation of such a laboratory with the Department of Commerce. As you are aware, the American industry is exporting certain amounts of extracts. A comprehensive survey should be made of the market in all countries. Samples of extract should be obtained and analyzed in each case. Information also should be compiled in regard to food laws, wherever it is needed.

Cooperation could be carried on with the various colleges and universities of the country. Annually there are a large number of these submitted along chemical lines that represent original investigational work. Unquestionably, certain subjects in the extract industry would prove interesting problems, and should be encouraged as suitable material for college thes[es]. Such data as were obtained could be examin[ed] by the research laboratory and abstracted [or] published in whole.

An abstract bureau should be established. [It] would be the duty of this bureau to examine [all] current technical literature, connected direct[ly] or indirectly with the industry. This would include not only American publications, but also those of the European nations as well. Desirable information would be abstracted in non-technical language and sent to the association through official means.

There is quite a field for cooperation with the firms that supply the raw materials to the industry. This might be illustrated in the case of the terpeneless oils. Some manufacturers state that their terpenless oil of lemon is approximately sixteen times the strength of natural oil of lemon. Other manufacturers claim that their particular brand is thirty times as strong. As far as sales claims are concerned, the matter would hardly be so important, but legal requirements exist in respect to the final extract, and establish a standard of not less than two-tenths of one per cent of citral. Therefore, to be logical if an extract maker wants to prepare a terpeneless lemon extract from a terpeneless oil, and if the final extract must have the stated amount of citral, it is evident that he should know the citral content of the oil. The label on a bottle of terpeneless oil of lemon should give the citral or aldehyde content, and should state that such citral was derived solely from oil of lemon.

Such a research laboratory, of course, would have an analytical department available to make analyses for members who do not have their private laboratories. The importance of such a department is obvious. The research laboratory would act in a consulting capacity for the various members, not only on problems of a general nature, but also in certain cases, that it might be devoted almost entirely to the interests of some individual member. The laboratory would act as a clearing house of information for the donating association and would give all the assistance and advice in its power to the company-members.

The Opportunity for Research

The opportunities for research are so great in this industry that one scarcely knows which problems to enumerate. The ageing of vanilla is an interesting subject for research. Some have insisted that it is a matter of oxidation; in this case experiments should be tried on the effect of air, oxygen, ozone, and hydrogen dioxide on the extract. Others have maintained that certain esters are formed. Experiments might be tried by acidifying the extract, isolating the resin acids, and forming their ethyl esters, just as ethyl acetate is formed from alcohol and acetic acid. Some scientists have contended that certain reactions take place slowly that result in the aged or improved aroma of the vanilla. Sometimes complex organic reactions may be hastened by the action of ultra-violet rays. It might be proved worth while to test this point, on a laboratory scale at least.

The preparation of terpeneless extracts would

Wholesalers!!

When you are in the market for

High Grade—Pure Flavoring Extracts

Stock or Private Label

WRITE

SHERER-GILLET CO.
17th and South Clark Sts., Chicago

ESTABLISHED 1852

REPEATED TURNOVERS!

The widespread and ever-increasing demand for Virginia Dare Pure Flavoring Extracts is bringing grocers repeated turnovers. It didn't take long for women to realize the exquisite quality and goodness of

VIRGINIA DARE EXTRACTS

Vanilla 150% strength
20 other Flavors double strength

Push Virginia Dare Extracts and watch your sales and profits jump. 21 Flavors. Test them yourself. Ask your Jobber.

Consumer satisfaction absolutely guaranteed. Money refunded by us on slightest complaint.

GARRETT & CO., Inc.
FOOD PRODUCTS **ESTABLISHED 1835**
Bush Terminal—Buildings 9 and 10
Brooklyn, N. Y.

PRICE'S VANILLA

Look for the little Tropikid on the label.

With modern recipes giving the amount of flavoring extract in teaspoonfuls—you should be careful to sell a flavoring extract of *just-right strength*—neither too mild nor too strong.

Know the difference in vanilla quality and protect your customers. Price's Vanilla is the pure extract of the finest vanilla beans. Its *just-right strength* has been the standard of American cookery for over sixty years.

Dr. Price's extracts are packed in full 4 oz., 2 oz., and 1½oz. bottles, also 25c. and 20c. bottles. Order from your jobber or write us.

PRICE FLAVORING EXTRACT COMPANY
In Business 67 Years
Chicago, U. S. A.

be the subject of valuable study. Methods should be available that would permit the manufacture of such extracts directly from the oils without the tedious shaking that is usually employed. Possibly the oils could be mixed with alcohol and subsequently diluted with water, so as to precipitate the torpenes and allow the flavoring constituents to remain in solution. The method might be developed so that the terpenes would rise to the surface after standing. The amount of flavoring constituents carried away by the terpenes would have to be determined accurately.

The use of glycerine to decrease the alcoholic content of an extract is entirely feasible. After the minimum percentage, reduce the potability by using glycerine in conjunction with alcohol.

It would be the duty of such a laboratory to make a complete survey of all non-alcoholic flavors. The methods of preparation and the values of the products should be studied. Many members of this association are probably supplying the baking and confectionery trade with emulsions of lemon and orange. Standard formulas should be worked out for those that desire them.

There is a field for certain chemical engineering work. A critical study should be made of such apparatus as extractors, emulsifiers, etc. Tests should be run on various filling and labeling devices, so that such information would be available if needed by any member of the association.

Research and Publicity Work

Cooperative educational work should be planned in order to increase the consumption of extracts. The laboratory should act as a publicity bureau in furnishing information to magazines that appeal to the women in the home. Information tending to promote the demand for extracts should be furnished all high schools and colleges that have courses in domestic science. Various firms throughout the country publish booklets giving recipes covering the use of their products, such as baking powder or shortening. An attempt should be made to see that the use of extracts is properly emphasized in such booklets.

It might be feasible to have certain companies in the association that so desire give exhibits in large department stores in their city. For instance, in Columbus, Ohio, there is a large department store that places a wool testing laboratory in one of their display windows twice a year. They employ signs to inform the public that no woolens are used in any garment or suit sold by them until it has been tested chemically and proved all wool. The fact that this exhibit has been continued year after year would indicate that it is a paying investment. A modification of the same idea might be employed by individual manufacturers in this industry. A small laboratory could be placed in a department store, showing the raw materials and method of manufacture in the extract industry. Considerable sales work would be encouraged at the same time.

Such a research laboratory could make it a point to send a chemist to association meetings or bakers, confectioners, ice cream makers, hotel chefs, or similar bodies that are large users of extracts and educate them so as to encourage increased use of extracts.

The development of new flavors merits investigation. Standard formulas should be developed for mixed fruit flavors and such mixtures as are sometimes designated "Bouquet of the Kitchen" and mixed by the housewife in the home. Formulas should be developed for imitation of strawberry, peach and other flavors.

A complete study should be made of the household beverage question, with the purpose of determining whether or not a concentrated extract could be furnished that would form the suitable basis for a plain or carbonated drink. Among the carbonated drinks, there are such products as root beer extracts, birch extracts, extracts produced from hops and malt that would produce a beverage similar in taste to beer and would still meet the requirements of the prohibition amendment.

In the way of plain drinks, one need only note the phenomenal success of the "Fam-Ly-Ade" products. They consist mainly of concentrated extracts which are added to sugar syrup by the consumer. A small amount of fruit acid is enclosed to add tartness. The scarcity of sugar has greatly handicapped this field, but eventually, due to its convenience and merit, the sales will prove profitable.

Research Would Protect Producers

There is another point where a laboratory would function to the advantage of the association. I will illustrate this point by a certain experience. Some time ago a manufacturer shipped approximately one hundred gross of lemon extract from an outside State into a certain city. In order to obtain this business a close price was quoted. A local competitor had a sample analyzed after it had been placed on sale and found it contained approximately 45 per cent of alcohol and approximately two-tenths of a per cent of citral of terpeneless oil. The material was labeled pure extract of lemon. There was nothing to indicate that it was an imitation, or compound, or terpeneless extract. There was nothing to indicate added color.

In this case there were four violations: The product violated the laws of the State in which it was manufactured, and those of the State in which it was sold; and it violated the federal statutes and those of the revenue department under which the alcohol permit was issued. A violation of this character does not reflect on the food officials that are entrusted with the enforcement of the law. They are doing everything in their power to see that the laws are obeyed. In fact, it is quite possible that since such an overwhelming majority of extract makers do obey the law to its very letter, that it becomes easier for the unscrupulous ones to violate it.

The laws previously mentioned are designed to protect the consumer, and he will be protected. But the point which I wish to submit is in the interest of the competing manufacturers. It is evident, indeed, that a price could be quoted far below that of a maker of a true lemon extract and the transaction still yield a profit that would bring joy to the heart of a profiteer. The other unfair features are obvious. Such a practice is illegal, and when I say illegal, in this instance I

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Suitable for Flavoring Extracts

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COLLAPSIBLE TUBES

of Pure Tin and Composition Metal. Both Plain and Decorated

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Coffees, Teas, Spices, Extracts and Grocers' Sundries

We are equipped to roast, blend and pack coffee under private label in any type of package.

We also have complete facilities for packing teas, spices, flavoring extracts and grocers' sundries. Your own brand or ours.

For over sixty years we have specialized in work of this character. Let us demonstrate our ability to take care of your requirements. Write for samples and prices.

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Three Hundred percent increase in our business is proof of the striking superiority of our goods. Quality assures success. We have solved the quality problem for others. Let us co-operate with you.

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PUREST AND BEST BAKING POWDERS

Cream of Tartar and Pure Phosphate

Buyers Private Brands at Attractive Prices

Also High Grade Cocoas under Private Brands

MANHATTAN BAKING POWDER CO., 264 Spring St., New York

refer to the competitors and not to the final consumer. If such a case were brought to the attention of the Federal Trade Commission the nefarious practice would be stopped. Furthermore, it is directly within their province to eliminate such corrupt methods. I wish to call your attention to analogous cases in the sale of adulterated linseed oil as such, or as a material said to be equally as good as pure linseed oil. The Federal Trade Commission stopped this practice. Naturally, a single firm in the trade would hesitate to take active steps in a matter of this nature. However, samples could be analyzed and a report submitted by the laboratory to an official of the association so that it could be sent to the proper authorities.

The use of flavors and their development is increasing in importance and in magnitude. There is a real demand for new flavors that perhaps are not ordinarily considered in this connection. For instance, in the oleomargarine industry there is a demand for a material that can be added and will impart to the product a taste that is similar to that of butter. To state that the discovery of the proper material would net the lucky inventor a fortune is probably conservative. The same thing is true in respect to salad oils. A substance that would impart the flavor of olive oil to cheaper oils would find a ready demand.

The time may come that a flavoring substance will be added to bread to prevent flatness, or to increase its taste, even though it would not be enough to obtain a distinctive taste. Recently a case arose where a maker of chocolate bars was seeking a material that could be added to his product that would impart the flavor of milk or cream, in order to give it a rich taste, as he expressed it. Another confectioner was interested in obtaining a material that would give a nut-like taste to a low priced confection. Incidentally, in this last field there are some promising materials that are very desirable from a food standpoint in addition to the flavor that they would add.

Finally, such a research laboratory would assist in increasing the membership of the association. The advantage which it would furnish should attract a large number of manufacturers that have not joined previously. The larger size would result in increased importance and means with which to solve new problems, and be of more value to the consumer, which is, after all, the real aim of this association.

OUTLOOK FOR TOILET REQUISITES

Apparently there will be no let up in the demand for toilet preparations packed in collapsible tubes, according to G. H. Neidlinger, president of the Peerless Tube Company, who recently returned from a long trip throughout the West and Northwest. He found a slowing up in general business in that section, but that department store buyers are preparing for increased sales of toilet goods. "Irrespective of how little money a woman has", says Mr. Neidlinger, "she takes care of her beauty; consequently manufacturers of toilet preparations need not fear curtailment of business".

SOLVING SHIPPING TROUBLES

Some Suggestions on How to Obtain Relief from the Prevailing Difficulty in Transporting Products*

By S. J. Sherer
Chicago

WE all know the great and worse than usual difficulties we have had the past year in assembling the thousand and one items which enter into the manufacture of our products and the trouble and delay in getting to their destinations the goods we have manufactured. We all know the unusual methods that have been used to get supplies. We all know that we have had to send motor trucks long distances for goods which have been held up by strikes and embargoes. We all know how we have been forced to carry stocks in warehouses and we have seen the unshipped orders accumulate as they have never before accumulated. We know of instances where men have accompanied cars from factory to warehouse, or from mine to factory, in order to do their best to fulfill their agreements, and we know how poor the service rendered has been. * * *

The first recommendation we (the transportation committee) make, as in our opinion offering the greatest measure of relief, is that the line of goods manufactured by the individual company be reduced by eliminating from it the items which at the present time would be classed the poorest sellers. Every manufacturer at present has certain lines or sizes of certain lines which because of their limited sale, regardless of apparent profit, are only sold at a loss. It is such items that cause the greatest delay in the filling of orders because of the fact that their sale is infrequent.

No more opportune time will ever be found to cut out the items which will at once occur to the individual manufacturer as the result of this suggestion, even though it does result in scrapping certain labels, cartons and packages and the taking of certain losses in disposing of raw materials or partly manufactured goods. It will also be quickly apparent to anyone who sets out to prune his line that the factory space devoted to this or that line can be more advantageously used by being added to another of its principal lines.

The second suggestion is that the items that are retained in the line should be produced in larger volume by the substitution of machinery for hand labor, or by the substitution of better machinery than is at present employed, and by a painstaking study of one's own methods of manufacture contrasted with the best known methods.

* Excerpts from a committee report made before the eleventh annual convention of the Flavoring Extract Manufacturers Association, Springfield, July 7, 1920.

TRADE
CANCO
MARK

THE SIGN OF
BETTER CANS

AMERICAN CAN COMPANY

My own observation is that there is room for improvement in nearly every operation that is carried on in any plant and that where sufficient oversight is given by competent overseers that constant improvement in every production is made. Better do a few things exceptionally well than a lot of things only as well as others might be adopted as a slogan.

Suggestion number three: Hesitate longer than has been your custom about adding to your line and discontinue most or all of the lines you simply wholesale. Who has not had the experience of adding "fillers" to a line—items which some salesman thought he could sell—added only to find that that particular salesman did not continue, or if he did, failed to sell the item he induced you to add, or if he did sell it, sold less of the line you were much more desirous he should sell.

A Fallacious Sales Theory

The fallacious theory that "we may as well sell this so long as we have men out"—or "that the sale of this will reduce our expense account" is often found untrue in practice. The difficulty of handling narrow margin additions to the line is that the selling expenses, that is the commissions paid, for the sale of these additions is seldom properly proportioned to the margin.

We consider a line not manufactured at least in part by us as a poor addition to our line. For instance, prepared mustard might be bought in bulk and packed in jars and sold satisfactorily, but we question the advisability of buying prepared mustard in glass and attempt to wholesale it in connection with lines manufactured wholly by ourselves.

Fourth, adopt such distribution methods as have proven advantageous to others. Keep stocks of your best sellers at warehouses in centers of your territory. To do this you must reduce your lines to the minimum and must standardize your units. A quantity of goods at a warehouse in Omaha or Dallas makes one measurably independent of an embargo on the Central lines, at least in territory tributary to your warehouses.

Sit down with your sales manager and superintendent, with your inventory and your price list before you, and a blue pencil, and wipe out some of your next year's transportation problems.

If you have sold a few dozen of this and a few gross of that the past year, discontinue it, sell or give away the little dab you have yet—destroy the labels and cartons which otherwise would tempt you to fill an order should an order come to you. Take such loss as such a policy involves and you reduce materially the number of items you need to have transported. All you need to do is to offer the goods your manufacturing department can better make if you do not clutter it with these bothersome and unprofitable occasional sellers.

Determine where the profit lies and produce those lines better than you have ever produced them—free your salesmen from the lines which all told only add a few hundred dollars of sales in a year, and many of your transportation problems will be solved.

EXTRACT PRODUCTION COSTS

Manufacturing Expenses Have Advanced Faster Than Selling Prices and Many Firms Are Losing Money*

By F. P. Beers
Earlville, N. Y.

THE present average price of flavoring extracts is not high enough, in fact many items are being sold at an actual loss instead of a profit.

Some time ago the manufacturers of flavoring extracts advanced prices to compensate them for advances in raw materials. Since that time, all kinds of raw materials, including labor, bottles cartons, boxes and all containers have greatly advanced in price, to say nothing about the present high cost of alcohol, with its tax of $4.18 per gallon and other restrictions and limitations There is scarcely an item that has not advanced at least 100 per cent and in some cases the advances have been from 200 to 300 per cent One cause for this no doubt is the advent of national prohibition which has greatly increased the demand for flavoring of all kinds for soft drinks, ice cream, candy, etc.

At this point we are confronted with another vital proposition, that of increased cost of "doing business," and to this there appears to be no end. Constantly increasing, over-head expenses, fuel, light, taxes, insurance, rent, office help and supplies, etc., and last but not least, your little income tax (if any). However, with all this jumble, there is some consolation in the fact that there is one tax from which the flavoring manufacturer is practically immune, and that is the excess profit tax.

Again the increased cost of selling goods is another vital factor to be considered in connection with the increased cost of doing business today. Traveling expenses have nearly doubled Salesmen's salary or commissions have necessarily been increased.

The actual cost of the extracts isn't so important as the cost of "doing business" today In the old days we regulated our price practically by the cost of raw materials, because labor and over-head expenses stood at a standstill. Today, that is not true.

It is conceivable today, where raw materials might decline, and yet the cost of the manufactured goods advance. There are apparently as many working men and women in the country today as there were a year ago or two years ago but their output is not so great, and their wages much higher. High wages appears to have lessened efficiency. Strikes, holidays, vacations and short hours have diminished production, the re-

* Excerpts from an address delivered before the eleventh annual convention of the Flavoring Extract Manufacturers Association, Springfield, July 7, 1920

In your campaign to increase your coffee sales are you giving proper thought to the package in which your coffee goes to the consumer? Have you a package that will do its part in advertising your brand?

Ask us for samples and prices of Canisters, which will speak for themselves.

The Canister Company of New Jersey

Sales Office: **19 Battery Place, New York City**

Factory: **Phillipsburg, New Jersey**

short hours have diminished production, the result of which is that production costs have greatly increased.

Flavoring extracts are the cheapest food commodity on the market today, notwithstanding the fact that flavoring extracts are the highest taxed commodity in the United States, and the ingredients and materials used in their manufacture are from necessity the most expensive materials used in any food products, yet flavoring extracts have advanced less in proportion than any other food commodity—Why? The answer is simple. The manufacturer either does not figure his costs of "doing business" properly, or he purposely cuts the price down to cost or less, in order to secure profitable trade on other lines, or to meet fancied competition that never really existed, either of which is deplorable to say the least.

After due and careful consideration of the subject by the cost committee, regarding the increased cost of production and marketing of flavoring extracts, it is suggested or recommended that the minimum prices at which standard extracts can be sold at a profit, are as follows:

¾-oz. @ $1.65 per dozen
1-oz. @ 2.20 per dozen
2-oz. @ 3.60 per dozen
4-oz. @ 7.00 per dozen
Bulk goods on same basis.

It is possible that some special flavors, like Extract of Orange, Rose, Peppermint, etc., should be even higher than the above.

While there might be some variation in the manufacture and selling costs among our members, due to some particular advantage or disadvantage, nevertheless the net results are nearly all the same.

Two years ago the cost committee devised a most comprehensive cost system, which was illustrated by diagrams and published in bulletin form and sent out to our members. One very vital item that in my judgment should now be included in that cost system, is, one of taxation. While this cost system did not mention prices only in the way of illustration the system can be applied to any business large or small, and if correctly followed out, accurate costs are readily shown. Judging from the favorable comments received by those who have since adopted that system, I can say without fear of contradiction, that if this cost system was adopted and put in actual use by all the members of our association, that the price of flavoring extracts would jump at least 25 per cent tomorrow morning.

Some manufacturers are of the opinion that they do not need a cost system because they know what their goods cost. They may, and a number of them do have an approximate idea of what their goods cost, but in a large number of instances this is all guess work. Guess work is unsafe and poor business practice.

EXTRACT ASSOCIATION GROWING

The Flavoring Extract Manufacturers' Association announces that during its recent eleventh annual convention at Springfield, these firms were elected to membership in the organization:

ACTIVE

Eng-Skell Co., San Francisco.
J. A. Folger & Co., San Francisco.....(E. R. Folger)
A. Schilling & Co., San Francisco..(Wm. G. Volkmann)
The Williams & Carleton Co., Hartford, Conn.
Grocers Chemical Works, Evansville, Ind. (E. Endress)
Western Grocer Mills, Marshalltown, Ia..(E. P. Gaer)
Merchants Drug Co., Easton, Md....(Robt. Simpson)
Shepardson Extract Co., Springfield, Mass.
Foley Bros. Grocery Co., St. Paul, Minn.
King Mfg. Co., St. Louis.
French Kreme Co., New York.....(Louis Price)
Francis H. Leggett & Co., New York (F. L. Whitmarsh)
Henry H. Ottens Mfg. Co., Inc., Philadelphia
B. M. Johnson Mfg. Co., Jackson, Tenn. (Benton M. Johnson)
The Furman Co., Houston, Texas...(Leo M. Furman)
The Rogers Co., Tacoma.....(H. R. Collins)
D. & L. Slade Co., Boston.
McIlvaine Brothers, Philadelphia (Donald McIlvaine)

ASSOCIATES

Hymes Bros. Co., New York.
E. B. Millar & Co., Chicago.
Karle Lithographic Co., Rochester, N. Y.
A. H. Wirz, Inc., Chester, Pa.

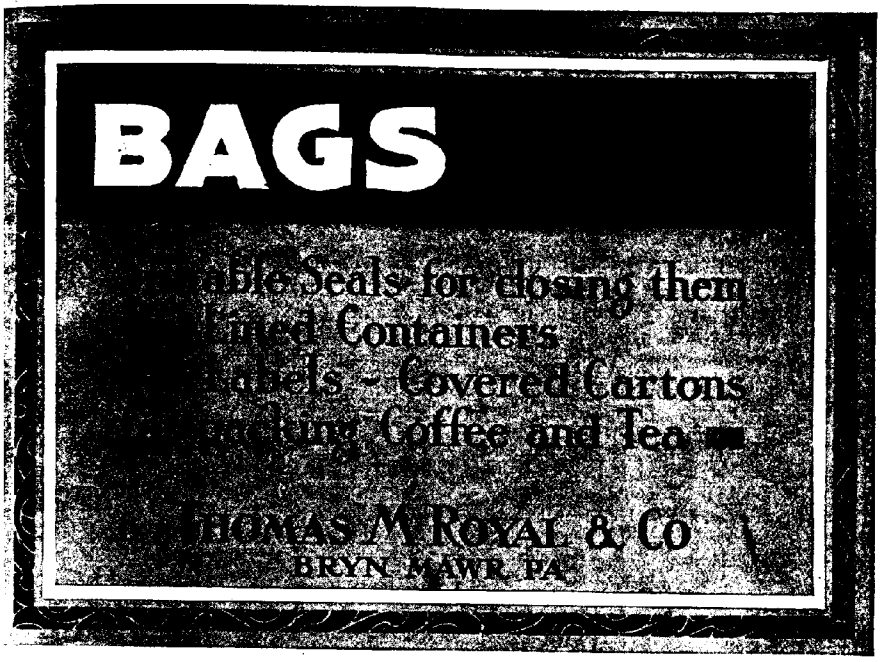
During the year the membership expanded rapidly, the list of firms joining the association from June 1, 1919, up to the opening of the convention, including the following:

ACTIVE

American Stores Co., Philadelphia (Robt. H. Crawford)
John Bird Co., Rockland, Me.
John Blaul's Sons Co., Burlington, Iowa.
The Bowman Bros. Drug Co., Canton, Ohio.
Eddy & Eddy Mfg. Co., St. Louis...(Arthur A. Eddy)
Elk Mfg. Co., Jellico, Tenn.
Emery & Co., Inc., Melrose, Mass....(W. A. Emery)
Evans-Rich Mfg. Co., St. Louis.....(S. L. Rich)
Jas. H. Forbes Tea & Coffee Co., St. Louis..
Garrett & Co., Brooklyn, N. Y.
Gray, McLean & Percy, Portland, Ore. (E. H. Bennett)
Griggs Cooper & Co., St. Paul, Minn.
Gulf Mfg. Co., New Orleans.....(S. F. Dupree)
B. Heller & Co., Chicago.
W. B. Jaques Drug Co., Plattsburgh, N. Y.
P. Jodoin, Danielson, Conn.
Knight Cooking Extract Co., Philadelphia.
Larkin Company, Buffalo, N. Y.....(J. A. Handy)
Alfred Lowry & Bro., Philadelphia..(Jas. M. Rodgers)
McCord-Brady Co., Omaha, Neb.....(L. Feltman)
David Michael & Co., Philadelphia.
Jos. Middleby, Jr., Inc., Boston.
The Moore Co., Temperance, Mich.
Morrow & Co., New York.....(Geo. C. Morrow)
C. A. Murdock Mfg. Co., Kansas City, Mo. (J. M. Murdock)
National Packing & Preserving Co., Boston.
Emil Neuffer, Philadelphia.
Puritan Drug Mfg. Co., Columbus, Ohio (Orville C. Manly)
The W. T. Rawleigh Co., Freeport, Ill.
Ridenour Baker Gro. Co., Kansas City, Mo. (Rudolph Hirsch)
Righter Mfg. Co., New York.....(Jos. B. Righter)
Rochester Vanilla Co., Inc., Rochester, N. Y.
St. Louis Coffee & Spice Mills, St. Louis (Chas. J. Bauer)
The Schuster Co., Cleveland.....(J. J. Schuster)
B. B. Scott, Providence.
Sterling Extract Co., Inc., New York (Chas. H. Ross)
Jos. Strong & Co., Terre Haute.
The Thomas-Black Co., Columbus, O....(E. K. Black)
Wadhams & Co., Inc., Portland, Ore.
Wakefield Extract Co., Sanbornville, N. H. (D. J. Parmenter)
The Weideman Co., Cleveland.
W. & H. Walker, Inc., Pittsburgh.
Worden Grocer Co., Lansing, Mich. (Victor Stephens)

ASSOCIATES

The American Distilling Co., Chicago.
Economic Machinery Co., Worcester, Mass.
Pierre Lemoine Cie. Inc., New York.
The Owens Bottle Co., Toledo.
Standard Automatic Machine Co., Rochester, N. Y.
U. S. Industrial Alcohol Co., Chicago.
Warren Chemical Co., Newark, N. J.



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THE COCOA AND CHOCOLATE TRADE

¶ A department devoted to the interests of importers, manufacturers and distributers of Cocoa and Chocolate.

ANALYZING COCOA BEAN PRICES

Some of the Factors Responsible for the Steady and Long-Continued Decline from War Time Values

By John Clarke
New York

COCOA beans have experienced a steady decline from war-time values; uninterrupted for many months. In this produce, scarcity and high prices for sugar would alone have influenced a halting consumption, even without the added handicap of disorganized transportation; when there are added to these obstacles heavy arrivals of beans, virtual extinction of export demand, and finally very real financial stringency, there can be only one trend in values, a progressive decline in all grades and markets.

In more nearly normal times, such a decline would have been naturally and inevitably marked by periodic reactions; the pendulum would have swung back at intervals, however feebly, or strongly, or temporarily, between the high of 1919 and the present low. Indeed in every normal time-piece, the pendulum may be always counted on to swing both ways — except when somebody or something "moves the clock," or lays it flat on its back, or "queers the works."

The "cocoa clock" is out of order, and the time for its approximate restoration to reliable action is not just yet.

It is true that our American harvests promise yields now seen to be far beyond the spring estimates, and that conditions in transportation, railways, mining labor, and coal are distinctly improved. But this very prospect carries with it an increased use for money, and the American banking policy must necessarily operate to restrict most operations leading to concentration or higher prices in any imported food products this year.

And with full crops of cocoa at primary sources, crippled European absorption facilities, liberal supplies here and afloat, and the chief steadying factor in values confined to current needs of manufacturers, it seems reasonable to look for prices, which though perhaps not likely to yield very much further, can at least hardly be counted upon to register really important recoveries under any governing conditions now visible.

Cocoa beans and cocoa products experienced a violent expansion of demand here in 1918 and 1919 because we had to supply not only a large European demand, but our own suddenly concentrated and expanded needs as well. The European factors have been largely eliminated. Central Europe cannot import large totals because it cannot pay for them. It will not be able to do so for a long while to come.

It is often a comparatively insignificant surplus or deficit of supply as against demand that makes or breaks a commodity market. The balance of the last few months has been all and always on the breaking side. It is unlikely to change materially until a different balance of supply and demand eventuates, and that is not now within the realm of reasonable expectation.

In food products, this would seem no time for unusual emphasis of opinion or urgency of action, either for depression or expansion of values. Recoveries must necessarily be gradual, when they occur, and that means a restricted and unsettled market for some time to come.

A MODEL CHOCOLATE PLANT

The chocolate plant which is being equipped in Milwaukee for the Uihlein interests will be one of the finest of its kind in the country. Special buildings have been constructed and a good deal of the machinery has now been delivered. The machinery for the cocoa roasting department is being supplied by Jabez Burns & Sons, and will include twelve of their No. 1 roasters, bricked up in three batteries of four machines each, with tiptop cooler boxes having flexible-arm connection to the suction fans. There will be a raw-cocoa cleaner for each battery of roasters, discharging to picking tables, from which the cleaned goods pass to weighers before being mechanically transferred to the roasters.

Hooton's Cocoa and Chocolate

Insures Quick Sales and Repeat Orders

AMERICAN and DUTCH PROCESS COCOA POWDER
Packed in
Barrels, Half-Barrels, Fifty and Twenty-five Pound Drums

"MOGUL" Brand SWEETENED COCOA
Packed in ½ lb. tins—100 lbs. to case.

"HARVEST" Brand SWEETENED COCOA
Packed in 1 lb. tins—100 lbs. to case.

"HARVEST" Brand SWEET CHOCOLATE and PREMIUM CHOCOLATE
Packed in ½ lb. Cakes—100 lbs. to case.

"HARVEST" Brand BREAKFAST COCOA
Packed in ½ lb. tins—100 lbs. to case.

Samples and quotations furnished upon request.

HOOTON COCOA COMPANY

NEWARK **NEW JERSEY**

Seggerman Bros., Inc.

Brokers in

COCOA BEANS

AND

CHOCOLATE PRODUCTS

A service, thorough in all departments, is offered to manufacturers who require attention to detail, and are particular as to their gradings of the various cocoas.

S. T. Smith, Mgr. **91 Hudson St.**
Cocoa Department **New York City**

THE OUTLOOK FOR COCOA

A Dutch Manufacturer After Visiting the World's Chief Markets Says America Shows the Best Trade Prospects

(SPECIAL CORRESPONDENCE)

CHICAGO, July 27, 1920.

"THE prospects for cocoa in the United States look brighter to me than in any other country I have visited recently," says G. J. Droste, a member of the cocoa manufacturing and exporting firm of Droste & Co., of Haarlem, Holland, who has been in Chicago for the past four weeks investigating conditions in this market.

Before he came to the United States, Mr. Droste made an extensive trip through China, Japan, India and other Asian countries. Though he found trade there in fairly good condition, he believes America is in a far better situation as to demand and supply.

"Commercial conditions in Holland, as well as in other European countries, have been much upset on account of the war, and are still far from settled," said Mr. Droste. "The United States has not felt the results of the war as much as even the neutral countries of Europe. European products have been off the American markets for some time, and only this year were we able to resume our exports in a regular way.

"I am pleased to state that I find here a fine opportunity to introduce high grade cocoa products. There seems to be an increasing demand for better quality cocoa and chocolate. In my visit to the Pacific Coast States, I received the same encouraging impression. The general tendency of the American market of pre-war times toward cheap products, regardless often of quality, seems to have changed considerably."

Mr. Droste has been making his headquarters with his firm's American agents, H. Hamstr & Co., of this city.—R. W. B.

FOOD EXAMINERS ARE NEEDED

(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., August 5, 1920.—The U. S Civil Service Commission has announced an open competitive examination for wharf examiners o foods and drugs, at $1,600 a year in the large ports, and the increase granted by Congress o $20 a month. The duties chiefly consist of locating and inspecting foods and drugs as they arriv from foreign countries. Candidates will b ranked on the following basis: Practical questions, 40 points; thesis (to be written in the examination room), 20 points; education and experience, 40 points. Examinations are schedule for September 22, 1920, in the leading cities an towns of every state.—B. R. W.

A NEW CONCENTRATED TEA SYRUP

A new concentrated liquid extract of tea i being introduced to the home, hotel, restauran and soda fountain trade by the I. C. T. Produc Company, Indianapolis, through grocery, dru and candy jobbers. The product comes in th form of a syrup, in ten and fifteen ounce bottle and is intended to be mixed with either ho or cold water, in the proportion of one tea spoonful of syrup to a cup of water. S. W Dunn, president of the company, states the ex tract is made from high grade teas and i sold already sweetened with cane sugar.

The Chocolate Products Company, Baltimor has arranged with Jabez Burns & Sons for a com plete installation of roasting machines, includin necessary equipment.

Chocolate Refiners, Inc., Mansfield, Mass have ordered five Burns No. 1 raw coco cleaners.

JOHN CLARKE & CO.

BROKERS IN

COCOA BEANS

Cocoa Powder **Cocoa Butter**

135 Front Street, New York

Special sampling and shipping facilities, insuring good service in qualities and deliveries. Regular Weekly Market Reports mailed on application.

KNOWN HIGH QUALITY

The reputation of

Baker's Cocoa and Chocolate

preparations for flavor, purity and excellence is such that they are the favorites with consumers and are easily sold.

WALTER BAKER & CO., Ltd.

Established 1780 Dorchester, Mass.

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tins under your

Private Label

We make American and Dutch Process Cocoa

Write for our *Latest Price List* State Style of Packing and *Quantity* Required Annually.

Tell us where you saw this Advertisement.

AMBROSIA CHOCOLATE CO.

331-333-335 FIFTH AVE.
MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA MANUFACTURERS

A Quality Cocoa In A Sales Winning Package

You can safely recommend Opler Brothers' Cocoa. It will mean repeat orders for you and, what is more, an adequate profit.

The glass jar shown illustrates our most popular type of package.

We offer you Opler Brothers' Cocoa backed by a forceful consumer advertising campaign.

Write for samples and prices

OPLER BROTHERS, Inc.

692 Greenwich St. NEW YORK
130 No. Wells St. CHICAGO

An economic lesson developed by the War is cocoa packed in cartons; will keep equally as good as tin —and cheaper.

MANUFACTURED BY

W. H. BAKER, Inc.

RED HOOK, *NEW YORK* WINCHESTER, *VA.*

FOR BETTER DELIVERY METHODS

¶ A department for discussion of delivery problems, designed to be of real help to present and prospective users of motor trucks

TRACTORS CUT HAULAGE COST

The H. D. Lee Mercantile Company's Fleet Keep Expenses Far Below Previous Records

THE H. D. Lee Mercantile Company, of Kansas City, has cut hauling costs far below figures formerly considered minimum, by using a Pierce-Arrow five-ton tractor unit and three five-ton semi-trailers, writes A. V. Comings in "The Commercial Car Journal." The accompanying pictures illustrate different steps in operating the outfit. Mr. Comings' account continues:

The Lee Company conducts a wholesale business out of Kansas City in groceries, coffee, tea, notions, etc., and the truck and trailer outfit is used exclusively on the grocery end of the business. As the haulage this outfit was designed to care for was between the main company building, warehouses and freight depots, removable bodies could not be considered, as they could not be left at the depots.

SHORT HAUL PROPOSITION

The average haul the outfit is used on is about 1½ miles, and is usually between the main building at Wyandotte and 20th streets, and one of the several freight depots over in "the bottoms." This means a long climb "over the hill," and then an easy descent to the track levels. No brakes are used on the trailers, but the tractor brakes were made heavier than standard for this work.

THE TRACTOR AND SEMI-TRAILER OUTFIT USED BY THE LEE MERCANTILE COMPANY

The view at the top left shows a tractor backing up with an empty trailer; top right, the tractor leaving to pick up another trailer while the first is being loaded; bottom left, on the way to the freight station with a load of merchandise.

PUSH TEA NOW!

This is a particularly good time for enterprising tea dealers to push sales, because they can replace stocks at much lower costs.

Ceylons, Indias, Javas and Formosas are now procurable at practically the pre-war basis. Selections are good and the market is in buyer's favor.

Ask your broker to show you our offerings of the "teas that are better."

COFFEE

We are pleased to announce that we have been appointed General Agents for this article by the following reliable shippers:

SANTOS: A. DIEBOLD & CO.
SANTOS

JAVA: HANDELSVENNOOTSCHAP v/h
MAINTZ & CO.
BATAVIA AND SOERABAYA

HANDELMAATSCHAPPY "TRANSMARINA," INC.

(Trading Company "Transmarina")
94 FULTON STREET, NEW YORK, N. Y.

The truck unit with an empty trailer backs up to the loading platform. The jacks are lowered by the driver and his helper, the tractor is released and immediately couples on to a full trailer that has been loaded while the tractor has been hauling a load to the depots.

With the full load, which may run from seven to ten tons, the tractor starts out, and in a very short time has backed the load up to a freight house door, uncoupled, picked up an empty trailer left there some time before, and is on its way back to the warehouse.

But one driver is used at $35 per week, and one helper at $22.50 per week to each trailer. Each helper stays with his particular trailer, whether it be at the warehouse, en route or at the freight depot. He helps load and watches the checking at the freight station carefully, and is held responsible for his trailer at all times. This system has worked out very well indeed.

Approximately two hours is necessary to load each trailer, and the average is five loads hauled out each day with the three units. The company estimates that it would be necessary to have three five-ton trucks to handle this tonnage if trucks only were used, and had to stand idle during loading and unloading time at the ends of the route.

GROCERS ENDORSE MOTOR TRUCKS

Southern Wholesalers' Association Passes Resolution Urging the More General Use of Motor Vehicles

MOTORIZED delivery equipment apparently is in high favor with members of the Southern Wholesale Grocers' Association, for at the recent convention of that organization the following resolution was offered and adopted without dissent:

"Whereas, it has been clearly demonstrated that there are many advantages, economies and conveniences to be derived from a proper use of the motor truck as a means of transportation; particularly as relates to the handling of less than carload merchandise package freight; and,

"Whereas, There is a growing need for additional means of transportation to efficiently and expeditiously transport the rapidly increasing volume of this class of freight,

"Therefore, be it resolved by the Southern Wholesale Grocers' Association in convention assembled, that we approve and hereby offer encouragement to those agencies which are endeavoring to promote along safe, sound and economical lines the use of the motor truck in transportation service."

The American Can Company is planning the construction of a $1,000,000 concrete factory building at Portland, Ore.

SALIENT TRADE NOTES

Leon Israel & Bros., New York green coffee importers, with branches in the leading producing countries and the principal markets in this country, recently ordered Burns sample coffee testing outfits for their offices in Seattle and Sourabaya, Java.

The E. F. Dalley Co., Ltd., Toronto, Canada, has leased a five-story building on Addison street, Buffalo, N. Y., for use as a coffee roasting and grinding plant. The company is planning to pack its product by the vacuum process.

The spice grinding firm of D. & L. Slade Co., Boston, has installed a complete prepared mustard manufacturing plant consisting of two large Oehmig mills and accessories.

Thomas Lipton, Inc., recently obtained a ten year extension to its lease of Unit D, Hoboken (N. J.) Factory Terminal which has 273,000 square feet of floor space. The original lease was also for ten years.

The United Coffee Company has been organized at Dothan, Ala., with C. W. White, formerly of the Louisville Coffee Co., as general manager. The company has ordered a complete Burns two bag coffee roasting outfit, using coal fuel.

The Rand Coffee Stores Company, 3373 Fulton street, Brooklyn, N. Y., has been incorporated with $20,000 capital by G. Barg, S. Wissen and I. Schindelheim.

The Wardway Food Factory, Chicago, which manufactures prepared mustard for Montgomery Ward & Co., the mail order house, recently bought a complete Oehmig mustard grinding plant.

The Becker-Prentiss Co., Buffalo, N. Y., has been incorporated with $500,000 capital by A. and E. P. and L. H. Groben, to do a wholesale grocery business.

The H. G. Chaffee Company has purchased the three story building at 906 East Third street, Los Angeles. With the purchase of this building, the several smaller warehouses of the company will be discontinued, concentrating the distributing depots at Los Angeles and Pasadena. The building affords a floor space of about 66,000 feet, and will hold supplies for at least 100 stores.

The Merchants Coffee Co. of Baltimore is planning to install two more Burns No. 1 coffee granulators and a No. 11 mill, with special bins and conveying machinery for connecting the present grinders with the weighing and packaging machinery.

The Federal Container Co., Philadelphia, has succeeded to the business of F. B. Foster & Co. with practically no changes in management personnel. The officers are Egbert Moxham, president

TEA DEPARTMENT

J. ARON & COMPANY, Inc.

COFFEE IMPORTERS

416 POYDRAS STREET NEW ORLEANS, LA.

New Direct Shipments

Ceylon - India - Java

Japan - China - Formosa

TEAS

Continually Arriving

Stocks Carried in

New York—Boston—Chicago—St. Paul
Kansas City—San Francisco
Montreal—Toronto
Vancouver

Before Buying Ask Our Broker to Show You Samples. Our Prices Will Interest You

R. D. Ward, vice president; T. C. Mitchell, treasurer; H. R. Felton, secretary.

The Eau Claire Coffee Co., of Eau Claire, Wis., will soon install new equipment, including a Burns roasting outfit of two-bag capacity, a No. 1 granulator with chaff remover, and various storage bins; as well as a three-cylinder sample roaster, revolving table and complete testing accessories.

The General Fibre Box Co., Springfield, Mass., was recently organized to manufacture corrugated boxes, with capital of $200,000. Clarence J. Schoo is president and treasurer, August Enslin vice president and production manager, and Ralph L. Barlow, vice president and sales manager.

Among the many firms contributing to the Randidge Fund excursions for Boston boys and girls this summer is the Oriental Tea Company which gives five gallons of coffee daily to help make the harbor trips and games at Long Island more enjoyable.

The American Coffee Co., Perth Amboy, N. J., was recently granted a charter with $125,000 capitalization; the incorporators are Alex. Ballint, Jr., J. R. Jones and M. F. Melko.

Brewster, Gordon & Co., wholesale grocers of Rochester, N. Y., recently ordered a No. 1 Burns coffee granulator with chaff remover.

The Great Atlantic and Pacific Tea Company has arranged for a new warehousing and receiving plant in Somerville, Mass., to consist of a five-story, 360 x 100 foot warehouse, a 40 x 70 foot machine shop and a 220 x 70 foot garage.

J. V. Boudrias, Ltd., Montreal, one of the few Canadian mustard-grinding firms, has installed a complete Oehmig mustard outfit.

Browning & Baines, Inc., 316 Pennsylvania avenue, Washington, D. C., have installed Burns apparatus for testing coffee samples, including a two-cylinder sample roaster, motor-driven grinder and hot water kettle outfit.

Four more large Oehmig mustard mills will be added to the plant of the Bayle Food Products Company, St. Louis. This will make twelve mills in all, making this firm one of the largest mustard producers in the Middle West.

A complete coffee roasting outfit is soon to be installed for L. Lehman's Food Market, 241 Ridgewood avenue, Newark, N. J. This establishment is related to various grocery stores in New Jersey towns through which there is a wide distribution for food products of all sorts. The coffee plant will include a 300-lb. Jubilee roaster with cooler and stoner and complete connection for one-story operation. The entire installation will be taken care of by Jabez Burns & Sons.

The Henderson-Murphy Grocery Company has been organized at Troy, Ala., with a capital of $50,000. The company will do a wholesale business starting about September 1. The incorporators are Fred Henderson, Key Murphy, W. [illegible] Murphy, Jr., W. G. Chancey, F. M. and N. [illegible] Prestwood.

The Shear Company, Waco, Tex., recently added a Challenge pulverizer to its coffee-grinding equipment.

The Landrum-Chiles Co., a new wholesale grocery house, has been organized at Greenville, S. C., and will soon be open for business. The officers are John G. Landrum, president and treasurer; T. L. Chiles, vice president and secretary.

The California Packing Corp. has added mustard to its long list of food productions, and will use three Oehmig mills in its manufacture.

The William M. Flanders Co., wholesale grocers, Boston and Northampton, Mass., has leased the building on Hawley street, Northampton, recently vacated by the National Biscuit Company.

The Federal Sugar Refining Company has bought the twelve-story Tontine building at 6 Wall street, New York, which has been in possession of the O'Donahue family for many years and is valued at $1,000,000. The sugar company will not move in for about three years, even though the building on the opposite corner in which it is now located was recently sold to Aron, of J Aron & Co., who also bought the five adjoining buildings on Water and Front street.

The mustard plant of Charles Gulden, Inc., New York City, will soon be enlarged by the addition of five more Oehmig mills. This firm will then operate twenty-one mills giving it a capacity which ranks among the largest in the world.

The McKenny Importing Corporation, 44 [illegible] Kinzie street, Chicago, which succeeded to the coffee business of Frank C. Marshall & Co., has ordered a Jubilee gas-fuel roaster of the largest size.

The Emmer Food Products Company, Denver, has been admitted to membership in the American Specialty Manufacturers' Association.

The Colombo Importing Co. of Jacksonville, Fla., which operates a Burns coffee roasting outfit of one-half-bag capacity, recently added a No. 11 grinding mill.

Henry W. Peabody & Co., New York, have ordered a peanut blancher and picking machine from the Lambert Machine Company for delivery to one of their customers in South Africa.

In view of the widespread interest in the coming tercentenary of the landing of the *Mayflower* Pilgrims, Chase and Sanborn, Boston, have [illegible]

CONVENTION

NATIONAL RETAIL TEA AND COFFEE MERCHANTS' ASSOCIATION

HOTEL PENNSYLVANIA
NEW YORK CITY
SEPTEMBER 14, 15, 16, 17, 1920

Organized for the purpose of fostering a feeling of fellowship and good will among its members and promoting and protecting the interests of the tea and coffee merchants using the premium method of advertising

TO MEMBERS AND TO THOSE WHO ARE NOT MEMBERS:

You will be repaid by attending this Convention.

You will see displays of food products and premiums from every manufacturing section of the United States.

You will save in purchases more than triple your expenses, and will be put in touch with many new items.

You will learn from our counsellor the latest rulings from the courts relative to the premium form of advertising.

You will hear from prominent speakers the information you need to conduct your business efficiently.

You are going to mingle with the live wires of the Tea and Coffee business and in executive meetings and personal conferences learn of their problems and their methods of overcoming them.

TO MANUFACTURERS OF FOOD PRODUCTS AND PREMIUMS:

This Convention will draw hundreds of live wires engaged in the Premium form of advertising the Retail Tea and Coffee business.

There you will be in personal touch with these men and have ample time to place your goods before them. The grand ballroom of the hotel will be exclusively for the display of merchandise.

These men are going to buy; that's what they are coming here for.

The men who attend this Convention are all serious minded men from all parts of the Union and line up with good concerns who have items of interest to sell.

It is conservative to state that the connections made at this Convention will lead collectively to many million dollars a year.

Can any live manufacturer miss this exceptional opportunity?

For full particulars address

G. B. SCHORN, President
JAMAICA, L. I.

sued a 24-pp. booklet containing the story of the Pilgrim Fathers. The little volume is well illustrated in two colors and the text, by A. V. Lally of the Boston office, possesses much of educational value. Chase and Sanborn say the booklet is intended "to render a timely service by telling once again the inspiring and dramatic story of the Colonists". It is to be distributed through grocers and later through the grammar schools.

Swift & Co., Chicago, recently bought a Lambert peanut blancher for their branch in Montevideo, Uruguay.

The American Coffee Corporation, founded in Santos by the Great Atlantic and Pacific Tea Company, Jersey City, N. J., has opened an office at Rua Santo Antonio 63.

Fichi & Co., London, have purchased two more Lambert peanut blanchers.

The A. J. Deer Company, Hornell, N. Y., is planning to increase its capital stock to $2,000,000 and to double the capacity of the plant for producing the Royal line of coffee roasters, mills and meat slicers. President Deer expects that within the next two years he will have a working force of about 2,000.

Christenson, Hanify & Weatherwax, San Francisco, have ordered a Lambert coffee roasting outfit for their Manila, P. I., branch.

The Guatemala Coffee Exchange is the name of a new coffee importing company which is expected to begin business in San Pedro, Cal., in the near future. The concern is composed of Los Angeles capitalists in association with coffee growers and handlers in Guatemala.

Geo. J. C. Harris & Co., Durban, South Africa, have placed an order with the Lambert Machine Company for a new model peanut blancher.

St. Laurent Bros., Bay City, Mich., roasters and wholesale dealers in peanuts, have added a tea and coffee department.

The firm of Wm. A. Campbell, Havana, Cuba, recently ordered two more Lambert coffee roasters, of the Economic type.

Four more Lambert peanut blanchers have been ordered by the Planters Nut & Chocolate Co., Wilkes-Barre, Pa.

The Beech-Nut Packing Co. recently installed a Lambert new model peanut blancher.

Lang & Co., Portland, Ore., have ordered [illegible] of the largest size Lambert steel peanut [illegible] mills.

These firms have recently adopted the Na[illegible] hermetic seal process for packing their [illegible] brands: The Caldwell Importing Co., M[illegible] apolis; Meyer Bros. Coffee and Spice C[illegible] Louis; G. E. Bursley & Co., Fort Wayne; [illegible] Wilson Grocery Co., Peoria, Ill.

William Grote, wholesale and retail tea [illegible] coffee merchant, New York City, died July [illegible] at his home in Brooklyn, 61 years of age.

The wholesale grocery firm of J. E. Grady [illegible] Sons, which has been doing business under [illegible] name for thirty-two years at Savannah, Ga., [illegible] being liquidated by partnership agreement. T[illegible] interests in the firm are R. A. Grady, the [illegible] of J. E. Grady, Jr. R. A. Grady will enter [illegible] other business. The firm was established in 1[illegible] and at different stages has been called Holcomb[illegible] Hull & Co., Holcombe-Grady & Co., Holcomb[illegible] Johnson & Co. and J. E. Grady & Sons.

AN EXPORTER'S "ENCYCLOPEDIA."

A ready reference guide to trade features every foreign market was recently issued by the American Exporter, New York, under the name of "Exporter's Gazetteer of Foreign Markets." Statistics and weights and measures are given in their American equivalents and under each country is found detailed information upon area and population, commerce, production and industry, railroads, telegraphs and telephones, money, weights, measures, commercial language, local advertising media, principal shipping routes, customs tariffs, consular regulations and consular representatives, cable rates, mail time, postal rates and regulations respecting parcel post, money orders and reply coupons. The gazetteer contains 808 pages and includes a number of charts, a map of the world, a map of new Europe and the maps of each of the markets.

A NOTABLE MACHINERY CATALOGUE

The new catalogue just issued by the Pneumatic Scale Corp., Ltd., marks a notable contribution to this kind of literature, not only because of its comprehensivness in describing the

NEW YORK BAKING POWDER CO., Inc. (of Delaware) ALBANY, N.Y.

Manufacturers of High Grade Baking Powders

Packers of Cocoa, Corn Starch, and Soda

Private Brands Our Specialty ***Largest assortment of Stock Labels***

The demand for Quality Teas is increasing. They are our specialty. Send us your inquiry the next time you are buying . . . . .

The use of the best teas will increase the consumption of tea in America.

We import and sell teas of all kinds and grades. Our specialty is tea of the highest quality.

Our foreign branch is always in touch with local and seasonal conditions—we are in a position to import any kind or grade of tea your trade wants.

The A. Colburn Company

2228-42 North Tenth Street, Philadelphia

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TELEPHONE—JOHN 4912-3-4.
CABLE ADDRESS—MACILLET.
CODES—BENTLEY'S, LIEBERS, ABC-5th. EDIT.

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98 WALL STREET
NEW YORK

LOUIS ALLSTON GILLET, Treasurer
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MANY OF OUR CUSTOMERS SAY THAT OUR INFORMATION, ADVICE AND EFFICIENT SERVICE HAVE BEEN VERY HELPFUL TO THEM. PERHAPS WE CAN HELP YOU ALSO.

WRITE, WIRE OR TELEPHONE ONE OF OUR OFFICES WHEN YOU ARE IN THE MARKET, OR IF YOU DESIRE ANY INFORMATION.

WE AIM TO GIVE BOTH BUYERS AND SELLERS A SERVICE NOT YET ATTAINED IN THIS COUNTRY AND BELIEVE WE HAVE THE FACILITIES FOR DOING IT.

company's products but because of the high printing and illustrating standards established. The covers are a fine piece of typography, consisting of a solid mass of scores of cartons reproduced in all their original colors, in perfect register. The inside pages are equally well handled, especially the illustrations of the machines. It is a 64-pp. book, with fly leaves and covers, and measures about 8 by 12 inches.

NEW MOVE IN BAKING POWDER CASE.

(From a Staff Correspondent.)

Washington, D. C., August 2, 1920.—The Federal Trade Commission in connection with a recent argument held here in regard to the Royal baking powder case has denied the motion of the counsel of the Commission to strike out portions of the Royal company's answer. The Commission also denied its counsel's motion to strike out a portion of the Commission's complaint against the baking powder company, in the following paragraph:

"The respondent has by circulars, pamphlets, advertisements in newspapers, magazines and other periodicals, and otherwise, by direct statements and by innuendo and inference unfairly represented and charged to-wit: Sodium aluminum sulphate (SAS), as used in its competitors' products is, to the contrary of the decision and report of said Remsen Board and the Department of Agriculture, harmful, unhealthful, deleterious and dangerous to users and consumers of such powders."—Lamm.

NEW TEA AND COFFEE IMPORT FIRM

Leon Taffae and Adam J. Bellion, for many years managers of M. J. Brandenstein & Company's tea and coffee departments in New York, have formed a co-partnership under the title of Taffae & Bellion, with offices at 82 Wall street, New York, to conduct a tea and coffee import business.

COFFEE BROKER OPENS NEW OFFICE

(Special Correspondence)

New Orleans, July 19, 1920.—New Orleans has another coffee brokerage house, the Monahan Brokerage Company of St. Louis having recently opened a branch office in this city at 304 Magazine street. Thomas P. Monaha president, explains his new venture as putti his firm in a fine position, in conjunction with t St. Louis office, to work the entire Mississip Valley better than has been possible heretofo —B. R. W.

THE ARON BALL TEAM WINS AGAIN

The baseball team composed of employees of Aron & Co., Inc., coffee importers, New Yor seems to be almost good enough for the maj league. Up to July 31, when they defeated team from Leon Israel & Bros. by the score o 9 to 7, the Aron nine has won six out of seve games played this season.

WHOLESALE GROCER DIES

Edward Matthews, for many years a memb of the firm of B. Matthews & Co., wholesa grocers, at Ashland, Wis., died at his home Jul 10. He had been ill several months.

MARKETS OF THE WORLD

Latest News Letters from Staff and Special Correspondents in Foreign and Domestic Trade Centers

THE NEW YORK MARKETS

Special Market Reviews for "The Tea an Coffee Trade Journal"

New York, Aug. 3, 1920.

WHAT was said a month ago about the gree coffee market during the month of June true for July: "The quietude generally note was more pronounced than usual." In fact th dullness in July was even more marked than June. However, the reasons were not quite th same. In the last month the lack of animatio was traceable almost wholly to a striking indi ference among buyers, as a result of which was frequently stated that it was impossible t sell coffee at any price.

Although opinions differ as to stocks held b

Thos. P. Monahan G. A. Schmidt
MONAHAN BROKERAGE COMPANY
(Incorporated)
DEPENDABLE BROKERS IN COFFEE
New Orleans, La., 304 Magazine Street 506 South 7th Street, St. Louis, Mo.
IF YOU WANT "SERVICE"—Command us

FRANCIS PEEK & CO., Ltd.

Head Office: 20 Eastcheap, London, E. C.

SINGAPORE	JAVA	SUMATRA
Laidlaw Buildings	Batavia, Soerabaja, Bandoeng and Semarang	Medan and Padang

EXPORTERS *of* JAVA TEA

and other Dutch East Indian Produce

TIN RUBBER SUGAR

COFFEE RICE TAPIOCA PEPPER CITRONELLA OIL, ETC.

WRITE TO OUR BATAVIA HOUSE AND ASK TO BE PLACED ON MAIL LIST TO RECEIVE OUR JAVA MONTHLY PRODUCE REPORT

Java Teas of Direct Import

Java Plantation Rubber

ROWLEY DAVIES & CO., Limited

Exporters and Importers

BATAVIA

JAVA

HEAD OFFICE: FENCHURCH HOUSE, 5 FENCHURCH ST.

LONDON, E. C.

Will Gladly Reply to Enquiries and Supply All Information

roasters, distributors, etc., there seems to be little reason to doubt that such supplies are ample for the season, and doubtless embrace an unusually large proportion of mild coffees, some of which were stocked rather heavily because of their discount under Santos. As a consequence, it was not astonishing that the majority of buyers should hold off as they saw prices in Brazil almost constantly on the down grade, believing that even more attractive buying opportunities would be offered later on.

Because of the stagnation, prices much of the time showed unprecedented irregularity and it was impossible to form a positive opinion as to values. In numerous cases sellers were not so much concerned about prices as they were about finding buyers.

There was a brief period of quasi-activity at the beginning of the month when the settlement of railroad strikes led to some increase in shipments. At this time primary markets displayed a rather better tone, which was naturally reflected locally. Both these conditions, however, proved to be but short-lived. Demand again became extremely slow and prices here resumed their downward course, following the lead of Brazilian markets. Local spot prices dropped two and three cents on Santos grades and about the same on Rios and Victorias. Future contracts on the Exchange likewise broke sharply, reaching the lowest levels recorded since December, 1918. July contracts led with a loss of about three and a half cents, while distant deliveries lost two to two and a half cents.

The expectations of some of the best informed men in the trade that prices in Brazilian markets would be firmly sustained early in the new crop season were not sustained. With strong interests arrayed on both sides of primary markets, it was by no means strange that opinions as to C. and F. values differed widely, fully one and a half cents at times, but still, the prevailing trend was downward, Santos grades having declined roughly five and six cents in the month and Rios and Victorias three and four cents. In spite of these material concessions only a small business was accomplished.

One of the most experienced and conservative men on Front street summarizes the situation as follows: "The market has suffered the most drastic decline experienced in the past two years. The weakness came principally from Brazil and on top of a disturbed economic and financial condition in the United States and the refusal of bankers to extend help to the coffee people has resulted in liquidation, the outcome of which is difficult to determine at this time. European markets, from which help had been expected, have been unable to avail themselves of coffee supplies owing to financial difficulties. Stocks are accumulating, and while the roasters in every instance report a record business liquidation is not in evidence. It may be that the present range of prices is entirely out of line with actual values and later a readjustment may occur, but at present it is impossible to forecast the future."

Mild Coffees Dull and Weak.

Stagnation and weakness have been the features of the mild coffee market during the month. Much of the time conditions have been so unsettled as to make it impossible to quote accurately. However, prices in the main average about three cents lower for the month. At times the high grade washed coffees held up fairly well, while the lower grades, many of which were lower than Santos, were pressed for sale without finding buyers. Practically all the bids heard were for small lots and the majority of importers ignored these, having previously made good sales to arrive at higher prices. Still, buyers felt safe in holding off in view of the liberal stock, about 807,000 bags, against roundly 742,000 a month ago and 504,000 a year ago. As a partial offset it is stated that many shippers in producing countries

Always On the Market Never Over the Market
Often Under the Market

We have the largest stock of the finest roasting and drinking coffees of all description.
We offer teas of every variety. All fine cup quality.

JONES BROTHERS TEA COMPANY, Inc.
107 Front Street, New York

GUSTAVE E. KRUSE,
Manager Coffee Department

JOHN J. McNAMARA
Manager Tea Department

J. C. Whitney Company

Exporters TEA Importers

CHICAGO and NEW YORK

437 West Ontario Street

Canadian Headquarters
TORONTO
49 Wellington St., East

82 WALL STREET

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PACKERS AND BLENDERS OF TEAS OF EVERY KIND
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FOR PARTICULAR BUYERS

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139 Front Street 25 Depeyster Street
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Operate largely in Bogotas and the active grades of Brazil Coffee.

Agent for a large shipper of Maracaibo Coffee. Cup quality a specialty. Exceptional facilities for large buyers.

Genuine Bourbons are scarce. We have a large quantity of genuine Bourbon Grinders of fine cup quality.

who had over-stayed their market and missed the top prices, were unwilling to sell freely on the decline. This was partly ascribed to reports that the crops in several countries will be considerably less than usual.

	1920 Bags	1919 Bags
World's visible supply July 1	6,909,970	7,172,659
Visible supply in U. S., all kinds on July 1	1,699,297	878,784
Deliveries in U. S., 1919-20 year	9,683,379	8,994,604
Deliveries in Europe, 1919-20 year	7,047,203	.....
Stock in Rio, July 1	312,000	536,000
Stock in Santos, July 1	1,614,000	4,144,000
Receipts at Rio, 1919-20 year	2,539,000	1,764,000
Receipts at Santos, 1919-20 year	4,161,000	7,376,000
Price, spot, Santos 4s, N. Y., July 30	17¼	29½
Price, spot, Rio 7s, N. Y., July 30	10¾	23
Rio exchange on London, July 30	13 25/32	14 9/16

TEA MARKET DULL AND FEATURELESS.

The dullness reported in the tea market in June became more marked during the month under review, but with so many traders away on vacations and others not trying to do much, quietude at this time is not surprising. Prices have undergone only small changes from day to day and the net results are unimportant. However, a rather better feeling is quite general, partly because of a firmer tendency in London and in the Far East. It is expected that this will be reflected in the local market before long as some evidence of a slightly better general inquiry was visible toward the end of the month and it seemed to be generally agreed that prices were about as low as they will be. While supplies of medium and low grade Formosas are abundant, stocks of higher grade old crop have been well cleaned up. First arrivals of the new crop are expected in the near future. New crop Japan teas were bought at advance of ten to fifteen cents over last year and the first arrivals were reported in western markets. Owing to the much higher cost considerable doubt exists as to the possibility of noteworthy dealings.

Dullness and narrowness were the pr nc features of the month in the spice market. Ow to various conflicting factors, the undertone times was rather feverish, but there were changes of importance. As a rule, however, feeling was rather steadier as demand showe little more life early in the month, while heavy liquidation or forced selling which wa feature in May and June, was much less conspi ous. In addition, more attention was paid to further depletion of spot stocks and the limi quantity afloat.—C. K. T.

NEW ORLEANS LETTER

News of the Trade in the "Logical Po as Gathered by Our Correspondent

NEW ORLEANS, July 29, 192

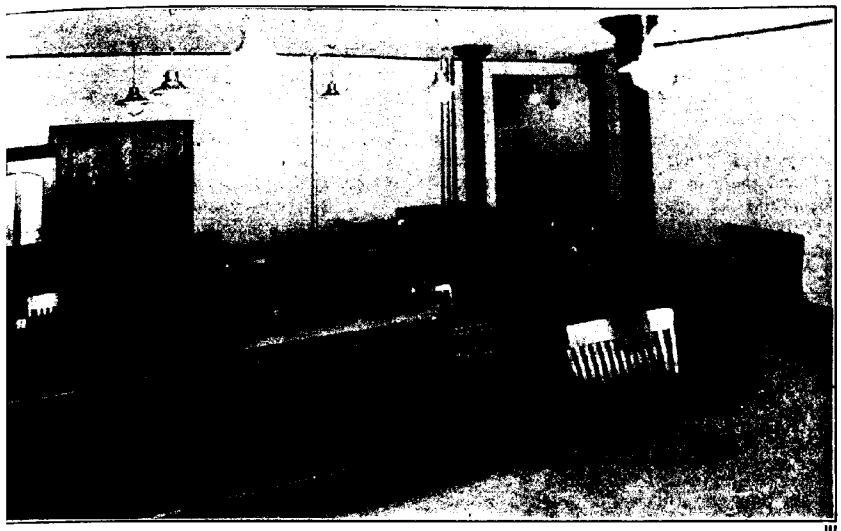
THE green coffee trade in New Orleans more or less demoralized owing to Brazil situation and the drop in spot prices. T sharp drops, relieved with only occasional rec eries, have put the trade on edge and kept eve body guessing, so that it is difficult to make c mitments, and the buying interests have b slow to take hold.

Prices of Rio in the spot market here drop from 13½ July 1 to 12c. July 28, with prospe for still lower prices at the close of the mo and Santos 4s dropped 21¼ to 18c. in the sa time.

Dealers state that there has been too m margin between the prices of Santos and Ri the former being too high, but instead of be equalized both have been lowered and the d ferential is about the same. They express belief that Rio coffee is too low in proportion Santos and to other commodities and as present value of a dollar, as compared w pre-war times, is figured at about 40c.

At any rate, the trade is upset and nobo

DANNEMILLER COFFEE CO.
BROOKLYN-N.Y. CITY.
COFFEE—Roasted and Green
To Wholesale Dealers Only



THE above is an interior view in our remodeled New York offices. This is one of a series of pictures that are being published on this page, presenting views in our various establishments, and intended to visualize the facilities we have to offer green coffee buyers.

The above cut shows a corner of the coffee department. This office is on the street floor, fronting on Wall Street, in the heart of New York's green coffee district. It is conveniently located and completely equipped.

A hearty welcome awaits all of our coffee roaster or broker friends who we hope will not hesitate to make our office their headquarters while in New York.

J. Aron & Company, Inc.

Importers	*COFFEE*	*Exporters*
New York	New Orleans	Santos
Chicago	San Francisco	London

knows just now what the outcome will be. If coffee should get back to pre-war prices, with other values still high, it is claimed the trade would be greatly restricted. All things being even, dealers would not be averse to getting back to the old basis, however.

Arrivals of Brazil coffee have been rather large and there is a reasonably good stock on hand, while the amount afloat for this port is about 280,000 bags.

Mild coffee is quiet and prices have been considered about nominal all month, with little business in that line. At the end of the month prices were lowered and trade was said to be light, owing to small demand from interior points. Mild coffee is quoted here as follows, per pound: Bogota, 24½@27c.; washed Guatemala, 21½@24c.; unwashed Guatemala, 19@21c.; washed Mexican, 24½@29½c.; unwashed Mexican, 21@24c.; Maracaibo, 20½c.

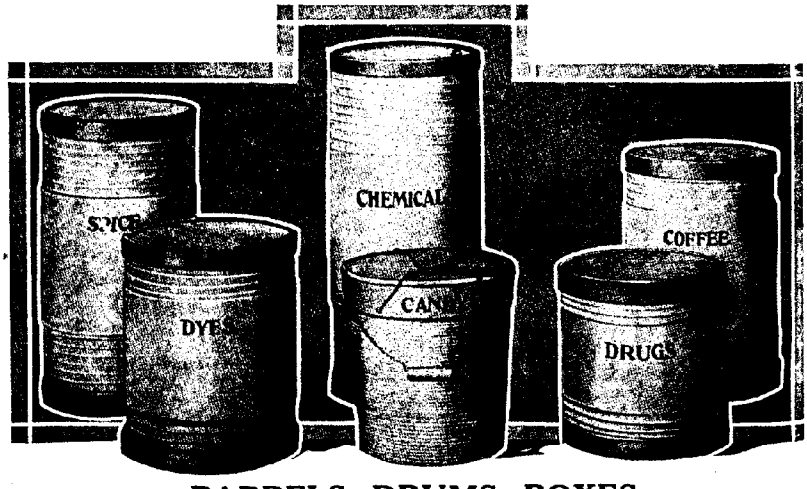
The trade in roasted coffee was active early in July, interior customers showing a willingness to buy; later in the month business slackened considerably and at the close was rather quiet. Roasters said that this condition was caused partly by the mid-Summer dullness and partly by the disorganization of trade owing to the price conditions of green coffee. Prices of roasted coffee were maintained during the month, but at the close there was anticipation of a decline, although not a very sharp one, because of higher prices of labor and materials used in the trade.

L. Aron, president of the New Orleans Roasters' Association, states that roasted coffee prices are not too high. "The roasters," he declared, "are not making a just profit at present, and have not been making one in the last two or three years. The high cost of labor, tin and packing materials generally, and several other items which must be taken into consideration have made the cost to the roasters so high as to prevent them from making as much profit as they made in normal times, before the war."

Tea Trade Notes

The tea trade in New Orleans has been dull in the last 30 days. However, some of the largest packers in the Southern states have been taking advantage of the dullness and of prices and are placing orders for requirements for six to ten months.

New crop Japan teas have begun to arrive and are much higher than teas of equal quality in 1919. Formosa teas also have shown up in small importations of fair leaf and cup qualities. The better grades are being offered on about a



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Paper Shipping Containers made by a new accurate spiral winding process. AIR TIGHT—SIFT PROOF—SANITARY
The weight of paper container will equalize the advanced freight charges. PROMPT DELIVERIES—
TRUCK SERVICE—REASONABLE PRICES. *WRITE OR PHONE*

NEW YORK CONTAINER CO. - 105 HUDSON STREET, NEW YORK CITY
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That Scientific Research which is now under way at the Massachusetts Institute of Technology presents two big problems to this Committee:

1. How can more funds for this work be secured? We have on hand only enough to start. A larger sum is needed to complete the investigation.
2. Shall the reports of this research be distributed impartially to the entire coffee trade or shall they be limited to the firms that are paying for the investigation?

The trade has long felt the need of such a research but the funds were always lacking. The National Advertising Campaign has convinced us that the investigation should not be put off any longer. The Committee needs the information in conducting the National Campaign. Every member of the trade needs it in promoting his own business.

Present subscribers to the general Publicity Campaign, of which this research is only one feature, number considerably less than one-half the firms in the business.

Are you not ready now to take a hand in holding the umbrella?

Voluntarily or involuntarily, you have been sitting under it for sixteen months, getting the benefits of the National Campaign without contributing to its support.

If you really want the research completed, if you favor making a good job of it, send in your subscription.

Thus far, the National Advertising Campaign has been conducted for the benefit of the entire coffee trade. Subscribers and non-subscribers have profited by it equally and without discrimination.

But we ask you—

Is this fair,

Joint Coffee Trade Publicity Committee.

The above is a reprint of a letter sent out recently to Coffee Roasters who have not yet subscribed to the Advertising Campaign.

This Research Movement deserves the moral and financial support of every man having the best interests of the Coffee Business at heart. It represents a vital phase of our National Campaign to tell the American public the truth about coffee and it means much to every factor in the trade.

The National Coffee Roasters Association is squarely behind this movement and asks all coffee roasters—members or non-members to support the work with dollars and enthusiasm.

NATIONAL COFFEE ROASTERS ASSOCIATION.
Carl W. Brand, President.

same basis as last year and standards are several cents higher than recent offerings of former importations. With existing conditions in prices of exchange Ceylon, India and Java teas are considered very attractive at quotations, to any tea buyer.

Tea packers in New Orleans state that the past six months period has been one of the most satisfactory in a number of years, and that they have sold considerably more tea than they anticipated. Tea consumption in the Southern states is increasing and the trade is consuming better grades.

Charles H. Pegg, in charge of J. Aron & Co.'s tea department, is on a tour of the Northwest, including St. Paul, Minneapolis and Kansas City.

T. M. Milam, Southern manager of Carter, Macy & Co., has returned from a trip to Oklahoma, Texas, Arizona, New Mexico and Arkansas and found conditions excellent and the trade in good humor, although buying has been quiet, owing to the general expectation of a break in markets.

The tea importing houses in New Orleans are talking about increasing imports to this city, if the right conditions can be secured. The main difficulty is that the steamship rate on tea from the Orient is around $20 to this port against something like $17.50 to New York, and $15 to San Francisco. Insofar as railroad rates are concerned the rate out of San Francisco is about $1.50, compared with a rate to Chicago points of 90 cents from this city. "If the steamship rate could be equalized," said T. M. Milam, of Carter, Macy & Co., in New Orleans, "we could put teas in Chicago points below either New York or San Francisco and New Orleans would handle about one-third of the Japanese importations of 10,000,000 pounds."

The difficulty is with the Japanese boat lines with five ships a month to this port. Efforts have been made to secure some action through the agents here of the Japanese lines, but no relief so far has been secured. The agents are willing to help and a number of Japanese merchants who are to be in New Orleans soon, will be asked if their country has any plan to discriminate against New Orleans.

There are in New Orleans several large firms interested in the importation of tea and spices, etc. Among the leaders are J. Aron & Co., Carter, Macy & Co., and Leon Israel, but many other large firms are interested in the distribution through this port.—E. K. P.

SEYMOUR & PECK

Wooden Shipping Drums

ARE STANDARD CONTAINERS

for

Coffee, Sugar, Spices

Cocoa, Flour, Candy, etc.

Manufactured by

SEYMOUR & PECK COMPANY, *Trustees*

New York: 5001 Woolworth Bldg. DES ARC, ARK. Chicago: 917 W. 20th Pl.

45 years of continuous service to the coffee trade

Sales Office

PAN AMERICAN COFFEE COMPANY

417 West Ohio Street
Chicago, Illinois

Know the Merits *of* Cultured Coffee

Try it out on your own testing table

In a series of announcements in this paper, the Robison Coffee Culturing Process has been quite fully described. You have been told why this process gives a distinctive character and enhanced body to any coffee. You have been told why Cultured Coffee is superior in the cup.

One way for coffee roasters to find out whether Cultured Coffee is of interest to them is to try it.

Let us send you a good sized sample. Test it carefully in the cup and see if it does not meet every claim made for it. Send for your sample now.

PAN AMERICAN COFFEE COMPANY

THE SAN FRANCISCO MARKETS

Tea and Coffee News of the Pacific Coast Centers Gathered by Our Own Correspondent

SAN FRANCISCO, July 28, 1920

THE coffee market continues to decline, yet the demand is smaller than usual for this season of the year. There are big stocks of Central American growths in San Francisco, mostly of medium and low grades. High grade fancy coffee is scarce. The roasters are carrying very light stocks. It is expected that as soon as they begin buying again the price will go several cents higher. The slack demand has continued for about six weeks now and accordingly a change in marketing conditions would seem inevitable. Generally speaking the year has been good and it is estimated that the first six months show an increase of business from 20 to 25 per cent greater than last year.

The roasters report good out-of-town business. They have ample stocks on hand for the time being, and are able to hold off on buying without immediate embarrassment. Some of the coffee firms are conducting extensive publicity campaigns both by display features and e tional propaganda. The movement to e the housewife to brew coffee properly is sidered the most essential matter, and the Francisco dealers are ready to co-operate i national movement which seeks to inculcate esthetics.

M. J. Brandenstein & Co. have increased publicity work this year and are doing val work through their "coffee receptions." invite people to attend these informal funct which are held in convenient locations, and coffee as it should be prepared. Refreshn are served free. This class of intimate p ganda has borne excellent results this sum though it is no new departure with this com

R. A. Yerkes, formerly in the coffee bro age business in Seattle, is now the treasurer one of the stockholders of S. Cassinelli & the new brokerage concern at 221 Calif street, San Francisco. The company has joyed a very active business since they st four months ago. The new offices are large handsomely appointed.

Luke J. Cossich, the well-known coffee ro and jobber of Sacramento, was in San F cisco this month making arrangements for

M. S. GOOD & CO.

Coffee and Sugar Brokers

Foreign and Domestic Letters of Credit

St. Louis

MURAI TRADING COMPANY, Ltd.

TEA DEPARTMEN
96 FRONT ST
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MEIJI TRADING COMPANY, LTD.

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PFEIFER Selections
plus
Careful Roasting
plus
Efficient Marketing
mean
Increased Coffee Sales

S. PFEIFER & COMPANY
Brazilian and Mild Coffees
310 MAGAZINE STREET NEW ORLEANS

W. M. GIFFORD COMPANY
MILD *Coffee Brokers* BRAZIL
11 India Street Boston, Mass.

Our direct connections with Coffee Shippers give us the opportunity of securing good Coffee at all times.

We *work* for those who need our services. Superior facilities for taking care of the needs of Green Coffee buyers.

Cost and Freight—Spot New York and Boston

S. CASSINELLI & CO.
221 California St. San Francisco
GREEN COFFEE
All Kinds *All Positions*

current requirements. He says business in the Sacramento Valley is improving satisfactorily.

L. G. Fenton, the tea examiner for the port of Tacoma, has reported that 371,819 packages of tea were received through Tacoma the last fiscal year. This probably means that Tacoma will take second place in the United States for tea importation for the year ending June 30, thus falling behind New York for the first time since the war. San Francisco will hold third place.

The total receipts of coffee in San Francisco from Central America and other countries, including re-importations for the Orient, for the first six months of 1920 are 649,502 bags. The figures last year for the same period were 577,027. —G. P. M.

CABLE COMPANY OPENS NEW LINE

The All America Cables, Inc., New York, announced July 31 that another cable line has been opened between Santa Elena, in Ecuador, and Chorillos (Lima), in Peru. This provides a triplicate cable from the United States to points in South America as far south as Lima and will, it is said, improve the time of communication between New York and Central and South American ports. The company states it is a part of its general plan to perfect a comprehensive American owned and operated cable system in the Western Hemisphere.

The new cable has been rendered necessary by the large increase in traffic to South American ports during the past year. From June, 1919, to June, 1920, traffic between this country and South America has increased 75 per cent.

CHICAGO NEWS LETTER

Activities of the Trade in the Windy City and Vicinity as Seen by Our Correspondent

CHICAGO, July 31, 1920.

THE local coffee market has been exceedingly quiet during the last three weeks; material improvement is not looked for until the fall months. It is declared that the financial situation, whereby the banks are closing down on open accounts, combined with a disinclination of the retailers to place orders for present and future delivery, have brought the market to its present status. Just why retailers are not placing orders the roasters are at a loss to understand, for they say that judging by past business at this season of the year there should be a

J. E. CARRET & COMPANY
Successors to JOHN O'DONOHUE'S SONS
IMPORTERS — JOBBERS
COFFEE
100 FRONT STREET **NEW YORK**

Coffee Roasting for the Trade Only ***Coffee Separated***
(No Spice Grinding. No Coffee Selling)
JOHN W. HAULENBEEK CO.
(Established for 38 Years)
NO ACCOUNT TOO LARGE FOR US TO HANDLE. WE MAKE A SPECIALTY OF HANDLING OUT OF TOWN ACCOUNTS
393 GREENWICH STREET **Phone Canal** 217 218 219 **NEW YORK**

There is a big *REASON* Why " EXACT WEIGHT " Scales are a necessity behind all Automatic Weighers.

THAT REASON

is that they show you the exact amount of either over or under weight IN FRACTIONAL OZS.

" EXACT WEIGHT " Scales are perfect checking scales.

" EXACT WEIGHT " Scales are perfect hand weighing scales.

SPICE DEPARTMENT—The Widlar Co., Cleveland, Ohio, showing four of the Thirty " EXACT WEIGHT " Scales used by this company.

The Widlar Co. uses the best automatic weighing machinery made, but use one " EXACT WEIGHT " Scale behind each machine.

THE SMITH SCALE CO. COLUMBUS, OHIO, U. S. A.

much greater demand and there is no doubt but that the retailers' stocks are at a minimum.

The tea market is characterized as one in which the local jobbers seem to be holding back in their purchases, perhaps due to the financial situation, but there is no doubt but that they must soon come into the market, for it is believed that their supplies must be very low. Prices on teas in general show but little variation and are maintaining a rather stable position.

Chicago Trade Notes

A. S. Brasen, of Bell, Conrad & Co., and former president of the Chicago Coffee Roasters' Association, returned early in July from his 13,000 mile trip to Honolulu. With reference to Hawaiian coffee, Mr. Brasen said: "While on the Island of Hawaii I had the satisfaction of looking over the coffee plantations and their methods of handling coffee from the cherry to its finish in the green. They produce a very good coffee but it is limited in quantity compared to the countries of production generally known. The entire country traveled seemed prosperous with good business everywhere."

The Edward Katzinger Co., said to be the largest manufacturers of bakery and confectionery equipment in the world, has purchased a 15-acre tract of land in Chicago at Armitage and Cicero avenues, on which will be built a plant to cost over $2,000,000. There will be three units.

P. R. Stoltz, of the Samuel Mahon Co., with headquarters at Ottumwa, Iowa, spent several days here during the last of the month on a business and pleasure trip combined and taking occasion to visit a number of his friends in the Chicago trade.

L. D. McDowell, of Ruffner, McDowell & Burch, returned during the latter part of July from a two month's visit at the San Francisco office of the firm, saying that he found conditions there are practically the same as now prevail in the Chicago district. Mr. McDowell announced that F. W. Kunz, formerly manager of the New Orleans office, but who had been spending some time in Brazil looking over the coffee plantations there, stopped for a day or so in Chicago on his way to New York, where the firm is opening a new office, this giving them four representative cities in which they have offices.

The Borden Milk Co., of Belvidere, Ill., which is about to put up percolated coffee with the cream and sugar already added, has had constructed what is declared to be the largest coffee pot in the world, holding 2,000 pounds of coffee.

The twenty-ninth semi-annual buying convention of the Retailers' Commercial Union, under

Pioneer Builders of

CANNING AND PACKAGING MACHINERY

For weighing, filling and capping
square or round containers or cartons

Guaranteed speed of 100 per minute. Any package—any product. Thirty-four years practical experience.

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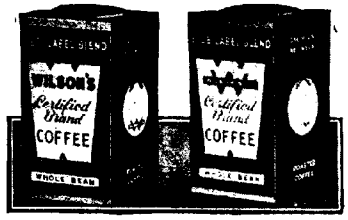
FIDELITY CAN CO.

BALTIMORE, MD.

Manufacturers of

TIN CANS AND TIN CONTAINERS

Manufacturers of BOX SHOOKS and BOXES for ALL CONTAINERS



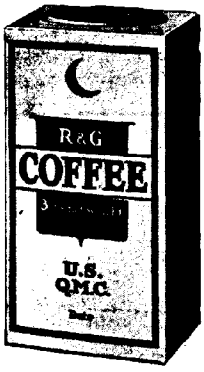
Weis all Fibre—
Parchment Lined Containers

LET US SHOW YOU HOW TO GET THE

Highest Quality "Can"

AT A PRICE THAT

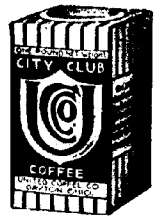
Won't Make You Squirm



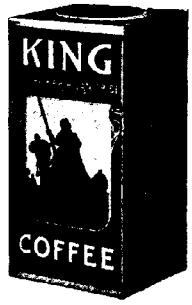
TESTS by particular packers show WEIS containers compare most favorably with any style can.

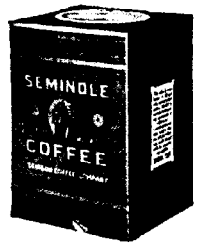
Send for our catalogue and sample. We will be pleased to give you information about a real high grade "can" sold at a low price.

For coffee, tea, spices, cocoa. etc. Also manufacture paraffined containers for liquid and semi liquids.



THE Weis FIBRE CONTAINER CORP.
101 FRONT STREET
MONROE, MICH., U. S. A.





whose auspices is operated the Northern Jobbing Company of Chicago, was held at the Palmer House July 19-24. Among the numerous exhibits of the various members was the tea and coffee display of the Northern Jobbing Co., being in charge of C. D. Shugart, Chicago manager. The Hooton Cocoa Company, of Newark, N. J., had an exhibit of its cake chocolates and cocoas, in charge of Mr. Elliott. W. H. Reed, of Chicago, was re-elected president of the Union and P. J. Nelson, also of Chicago, was re-elected president of the Northern Jobbing Co.

George A. Hyers died suddenly at his home here July 12, age 78. Mr. Hyers was formerly in the wholesale grocery business and was well known in Chicago, having been a resident for forty-four years. He was a former president of the Northwestern Traveling Men's Association and president of the Oakland Business Men's Club. He is survived by his widow.

At the annual meeting of the Illinois Wholesale Grocers' Association, which concluded July 24 at the Congress Hotel, Douglas H. Bethard, of Peoria, Ill., was chosen president and Ross P. Stanton, also of Peoria, secretary. F. H. Bode, of Reid-Murdoch & Co., and S. B. Steele, of Steele-Wedeles Co., welcomed the visitors in inspiring addresses. Among the resolutions adopted was one declaring in effect that "time and experience have demonstrated that the legitimate and independent wholesaler is the cheapest medium for the distribution of food to the consumer." The resolution also urged, in substance, that "refiners, manufacturers and packers should discourage the introduction of unnecessary middlemen and speculators into the chain of distribution."

F. V. Allain, Chicago manager of the Charles Dittmann Co., spent the last week or so of July on a business trip to New Orleans and New York.

J. A. Sokol, of Sokol & Co., has been spending the week-ends during the last month or so at his country home at Fox Lake, Ill.

Work is under way on the elevation of South Water street, where a number of wholesale grocery concerns are located, notably Steele-Wedeles Co., and the down town office of Sprague Warner & Co. While the work will take several years for completion these firms are now making plans for removal elsewhere.

Chase & Sanborn have purchased a plot of ground 200 x 100 at Huron street and Fairbanks Court, for $70,000, and it is understood that probably within the next year a new warehouse, with office quarters, will be constructed there.—W. H. A.

Cable address: Chasapur

ALEX. H. PURCELL & CO.

28 Old Slip — *Coffee Brokers* — New York

Exclusive representatives in the United States

for

Maurice Bloch, Lepeltier & Cia, of Santos and Sao Paulo

Will be pleased to send samples of spot coffees and quotations on spots, afloats and cost and freight shipments from the source upon request.

Java-Holland-America Trading Company

(Java-Holland-Amerika Handelscompagnie)

Importers of Java Tea

AND OTHER DUTCH EAST INDIAN PRODUCE

DIRECT FROM PLANTATIONS

ROTTERDAM — **NEW YORK** — **JAVA**

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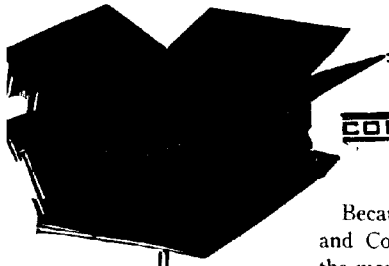
Direct all correspondence to the New York Office



CORRUGATED H&D FIBRE BOXES

Because H & D Corrugated Fibre Board Boxes and Containers are suggestive of high quality for the merchandise they carry—

Because they offer a cleaner, easier and better packing method to shippers and

Because they are economical—

are reasons why H & D Packing Materials are so widely used. If your present packing methods are unsatisfactory write

The Hinde & Dauch Paper Company
851 Water St. Sandusky, Ohio

PLAIN **DECORATED**

TIN CONTAINERS

—for the—

Tea and Coffee Trade

FEDERAL TIN CO., *Inc.*

Baltimore, Md.

SPICE CANS **DRUG SPECIALTIES**

OUR LONDON LETTER

The Latest News from Mincing Lane and the Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,
34 Cranbourne Street, London, W. C. 2.

LONDON, July 12, 1920.

THE tendency of tea prices in this country has become still more irregular since competition for the finer descriptions grew keener, chiefly on account of the limited proportion of such as are in the sales catalogs. Even better prices have been occasionally realized for choice lots. Good medium grades are having moderate attention, but low quality tea continues almost unsalable at down to about 9 cents per pound. The total depreciation in common low grades since the downward reaction set in represents quite 25 cents per pound.

There has been slightly more demand for the better qualities of China tea, but Javas are utterly neglected in spite of the considerable reduction in prices in sympathy with Indian and Ceylon growths. Some sales of common Java have taken place at prices which mean a heavy loss on their importation. Recent auction catalogs of Indian and Ceylon descriptions show a reduction of 7,000 packages, but the demand remains chiefly confined to the medium and fine qualities. Good black tea, really tippy tea, and the finer Chinese and Himalayan types are quite unaffected by the prevailing depression and sell readily whenever offered. But the trade is only now realising the injury done to it during the period of Government intervention, when all tea was made into one blend. The demand for export is still rather indifferent, while the supply of really suitable grades is comparatively restricted.

THE BRITISH COFFEE TRADE

The market for coffee has turned adverse to the seller and I notice that the recent arrivals of East African were of such low grade that importers have been glad to clear at almost any price. This, however, is not being regarded with discouragement. There is room for a low grade article at a really low price in this country.

A very interesting review of coffee prospects was made by G. A. Talbot, presiding over the annual meeting of shareholders of the Dumor Coffee Company in London lately. He pointed out that his company last year felt the full ef-

USE A TRICOLATOR

And Make Better COFFEE

Roasters (now) send TRICOLATORS to complaining customers. They know that the clean, sweet, fresh Paper Filter, the fool-proof Aluminum Top and the China Urn will make their coffee right.

Send for circular and prices on Home or Hotel size TRICOLATORS and Filter Paper.

THE TRICOLATOR CO.

54 WEST LAKE STREET CHICAGO

"Arksafe" Elastic Paper Linings

For Bags and Barrels

Absolute protection to Coffee, Rice, Sugar and Spices

SAMPLES UPON REQUEST

Arkell Safety Bag Co.

CHICAGO
14 East Jackson Boulevard

NEW YORK
120 Broadway

Ritchie's ALL FIBER CANS
TIN TOP AND BOTTOM CANS

The ideal container in place of expensive tin cans, *Ritchie's* Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Cocoanut and all dry foods.

Quotations and samples promptly forwarded

W. C. RITCHIE AND COMPANY
414 SO. GREEN ST., CHICAGO, ILL.

K.V.P

EYE'LL SAY SO!

When the eye approves, the battle is half won. If a food product *looks* appetizing and wholesome, the consumer really hopes it will *taste* good.

An attractive KVP Waxed Paper wrapper or sealer makes the food product more appealing and protects its good quality.

Eye'll say that KVP Waxed Paper makes sales and profit.

KALAMAZOO VEGETABLE PARCHMENT COMPANY
Kalamazoo, Michigan

"World's Model Paper Mill"

Makers of waxed and vegetable parchment paper

USE CARTONS

ECONOMICAL
SERVICEABLE

Cartons have demonstrated their worth as containers for coffee, tea, spices and grocery specialties. An increasing number of coffee roasters and packers are substituting them for more expensive tin and paper cans.

We are carton specialists and are prepared to duplicate or improve any carton you may now be using or will create new designs. What are your requirements?

The Peerless Paper Box Mfg. Co
Cleveland

fects of the disaster of the 1918 frost, which put out of bearing for a year at least a large proportion of their coffee. The loss was temporarily relieved, however, by the growing of cotton, the crop of which amounted to 433,000 pounds, realising $155,000. The company is seriously considering the cultivation of alternative products. As regards cotton, it can only be looked upon as a catch crop, as it is not suitable to grow with coffee. The company is therefore only planting 360 acres this year to yield 100,000 pounds. The question of sugar production has been discussed also but postponed for the present owing to difficulties.

John Buchanan, a director, who has been out to Dumont, said: "What struck me most last year was the wonderful recuperative power of the majority of the coffee trees after the memorable frost of June, 1918. No doubt the excellent quality of the soil partly accounted for this. The partially frosted trees were throwing out new and vigorous shoots. The superfluous ones had to be very carefully removed, and a great deal of what is termed "handling" done to bring the trees to the proper shape and to let in sun and air. Some of the older coffee that had not been frosted was looking exceedingly well, and is yielding a good crop this year."—THOMAS REECE.

WANTED

GREEN COFFEE SALESMEN

A leading green coffee importing firm desires to get in touch with an experienced green coffee salesman to call on the eastern trade, working out of either New York or Chicago.

There is also a place in this organization for a salesman who is qualified to call upon green coffee buyers in western territory, making his headquarters in San Francisco.

Give full particulars as to age, experience and salary expected. All communications treated confidentially.

Address Box 518, care THE TEA AND COFFEE TRADE JOURNAL.

J. HENRY YOUNG GEO. N. JESSEN

YOUNG & JESSEN

COFFEE

230 N. WABASH AVENUE

LONG DISTANCE PHONES
CENTRAL 5344 5345

CHICAGO

CANS

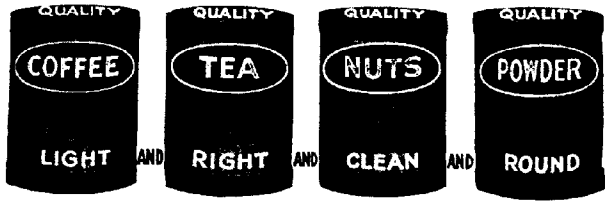
All Tin, Fibre

Fibre Body, Tin Top and Bottom

GILLE MFG. CO., KANSAS CITY MISSOURI

MILLER FIBRE CANS AND TUBES

FOR



AND WITH QUALITY ARE CROWNED

TO BEST THE REST THEY ARE DESIGNED

MOISTURE PROOF AND PARCHMENT LINED

ORDER TO-DAY WE SHIP TO-MORROW

MILLER FIBRE PRODUCTS CO.

350 WEST ONTARIO STREET CHICAGO

General Can Company

Sixteenth & Canal Sts.

Chicago, Ill.

Tin and Fibre Cans

Coffee Cans a Specialty

Trade Mark Service

We Have Standardized the Business

Can You Read Your Titles Clear?

—Inquire of—

Trade Mark Title Co.

Established 1905

FT. WAYNE, IND.

Washington, D. C. New York, N. Y.

FIBRE CONTAINERS

For immediate delivery 7000 90 lb. Fibre Cases, size 11½ long, 11 wide, 35 deep—price 30c. each, f.o.b. Boston; lots of 1000 or more. If interested, please wire our expense.

CORRUGATED PAPER MILLS

37 Wormwood Street Boston 9, Mass.

PRICES CURRENT

Wholesale and Retail

As of August 2, 1920

Prices to Wholesalers

GREEN COFFEE

(250 Bags or Over)

Brazil Grades.	Line or Grade Price.	Cup Selected Price.
Santos 7	14½	14¾
" 6	16¾	16½
" 5	16¾	17
" 4	17¼	17½
" 3	17¾	18
" 2	18	18¼
Rio 7	11	
" 6	12	
" 5	13	
" 4	14¼	(No Rio Cup
" 3	15¼	Selections)
" 2		

GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)

Maracaibo—
Truxillos....15½@
Bocono....16½@17½
Tovar....16½@17½
Merida....18 @18½
do washed....19 @21
Cucuta—
Ordinary....16½@17
Fair to good..17¾@18½
Primetochoice 18½@19½
Fancy....22 @
Laguayra—
Caracas....15 @15½
do washed..19 @21
Porto Cabello,14½@15
do washed..18 @20
Colombian—
Ocana....15½@16½
†Bucaramanga16½@22
†Tolima....21 @22
†Bogotas....12 @22½
†Medelin....13 @25
†Manisales...12 @24
Mexican—
Cordoba....15½@16
do washed..19 @21
Coatepec....17 @18
do washed..21 @23
*Oaxaca....17 @18
*do washed.20 @22
Costa Rica—
Common....12 @14
Fair to good..20 @21½
Primetochoice.22 @22½
San Salvador....16 @16½
do washed....18½@20½
Nicaragua—....15½@16
do washed....18 @19½
Guatemala Coban—
Common....12 @14
Fair to good...19½@20½
Prime to choice.21 @21½
do unwashed...15½@16
Puerto Rico—
Unwashed....16 @17
Washed....19 @21
Hayti—
Unwashed.... @..
Washed....18 @20
Jamaica—
Ordinary....15 @15½
G'd ordinary...15½@16
Washed....17 @19

East India—
Padang Int....31 @32
Corinche.... @..
Kroe.... @..
Timor.... @..
Private Estate... @..
Fancies....31 @32
Abyssinian.... @..
Mocha—small..32 @..
Liberian—
*Straits....12 @13
*Surinam....11 @13
Pamanoekin...14 @17

*Nominal because of small arrivals.

†Common to fancy.

TEAS

CHINA AND JAPAN—LINE PRICES

(75 or More Packages of One Number)

Foochow—
Common.... @....
Fair.... @....
Good.... @....
Superior.... @....
Fine.... @....

Formosa—
Fair....19 @20
Good....22 @24
Superior....25 @28
Fine....36 @37
Finest....42 @43
Choice....57 @62
Choicest....70 @75
Fancy....1.00@1.20

COUNTRY GREEN

Gunpowder—
Extra....65 @70
Firsts....47 @48
Seconds....42 @44
Imperial—
Firsts....46 @50
Seconds.... @..
Thirds.... @..
Young Hyson—
Extra....55 @63
Firsts....44 @46
Seconds....36 @38
Thirds....34 @35
Hyson—
Seconds....25 @..
Thirds....22 @..

PINGSUEY

Gunpowder—
Pinheads....54 @58
Extra....45 @48
Firsts....35 @40
Seconds....25 @28
Thirds....20 @22
Imperial—
Firsts....30 @40
Seconds....30 @35
Thirds....25 @28

INDIA AND CEYLON—LINE PRICES

Pekoe Souchong.21 @22
Pekoe....22 @24
Orange Pekoe...32 @35
Ceylon—
Pekoe Souch'g21 @22
Pekoe....26 @28
Orange Pekoe.30 @55
B. O. Pekoe.... @..

Japan—
Basket fired....32 @65
Pan fired....25 @65

Congou—
Common....20 @22
Good....28 @30
Superior....32 @34
Fine to finest...45 @50
Choice to choice-est....60 @75

Darjeeling—
Fancy Orange..90 @1.0

Java—
Pekoe Souchong19 @20
Pekoe....20 @22
Orange Pekoe..31 @35

SPICES—FIRST-HAND PRICES

Black Peppers—
Singapore....12½@13
Acheen A.... @..
Acheen B.... @..
Acheen C.... @..
Lampong....12½@13
White Peppers—
Singapore....22½@23
Penang.... @..
Muntok....22½@23
Heavy—
Aleppy....16 @16½
Tellicherry...17 @17½
Red Peppers—
Mombassa....25 @26
Japan, Chil...32 @..
Cloves—
Zanzibar....29 @30
Amboyna....42 @43
*Penang.... @..
Pimento.... 9 @9¼

Cassia—
Saigon rolls....31 @32
China, rolls....11½@12
do sel, bk.... 8½@ 9
Kwangsi....17½@18
Batavia, Ext...16½@16¾
do short stick15½@16

Cinnamon—
Ceylon....37 @45
Ginger—
Japan....13 @13½
Cochin-ABC...16½@17
do D.... @..
Lemon....16½@17
African....12½@13
Jamaica, ...38 @41
Nutmegs—
75s to 80s....27 @27½
105s to 110s....26 @26
Mace....34 @38

COCOA—FIRST HAND PRICES

Accra....12 @12½
St. Thome....16 @16½
Bahia....12 @14
Caracas....16½@17
Costa Rica....14½@15
Guayaquils—
Arriba....20 @20½
Machala....19½@20
Caraques....19½@20
Cuban.... @..

Dominica.... @..
Grenada....15¾@16
Hayti.... 9 @10
Jamaica....12 @13½
Maracaibo....30 @32
Porto Cabello....22 @27
Para....13 @14
Sanches....10¾@11
Surinam....16 @17
Trinidad Est....16½@

Prices to Retailers

COFFEE

(BAG LOTS—130 POUNDS)

Kind of Coffee.	Green From	Green To	Roasted. From	To
Santos	18	23	23	
Santos Peaberry	25	30	30¾	
Rio	12	15	17	
Maracaibo	22	27	27¼	
Caracas	24	29	29½	
Bucaramanga	25	29	30¾	
Bogotas	24	31	29½	
Mexican	26	30	31⅞	
Costa Rica	26	31	32	
Guatemala	24	30	29½	
*Jamaica	..	..	..	
Padang	34	40	41½	
Mocha	37	40	45	
*Abyssinian	..	..	..	
Java	33	40	40¼	
Porto Rico	27	31	33	

*No quotations are being made.

TEAS

(SINGLE PACKAGE LOTS)

	From
Formosa	22
Foochow	23
Congou	25
Japan P. F.	28
" B. F.	25
India	27
Ceylon	23
Gunpowder	23
Young Hyson	

SUGARS of CANADA Ltd
TORONTO, CANADA

RAW SUGAR
Cargo Lots
REFINED SUGAR
Carload Lots

Sole Agents for the United States
A. R. O'NEILL, INC.
68 William Str. New York, N.Y.

Geo. F. Wiemann Co.

COFFEE

NEW YORK

HUNT & CO.
The Oldest Japan Tea Exporting House in the Orient

JAPAN TEA :: CHINA TEA

96 Water St., New York

CHICAGO 222 N. Wabash Ave.
MONTREAL 3 St. Nicholas St.

Agencies in Important Cities

Recent Porto Rican Experiments

proved that eight-year-old trees, which yielded 205 pounds of hulled coffee to an acre, increased their yield to 402½ pounds after an application of

Nitrate of Soda

Valuing the coffee at 15 cents a pound in Porto Rico, the use of Acid Phosphate and Nitrate of Soda made each acre's yield worth $30 more than without Nitrate.

Write for free books on coffee growing.

Dr. William S. Myers
Chilean Nitrate Committee
25 Madison Ave. New York

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

PROFITABLE WINDOW TRIMMING

Some Fundamentals of the Window Dressers' Art Which Every Retailer Should Observe Faithfully

By O. Wallace Davis *
Brooklyn, N. Y.

YOUR show windows are the eyes of your store. As you look into a friend's eyes to learn his true thoughts, so the prospective customer gazes into your windows to find out what kind of a store you keep.

Keep the eyes of your store bright, honest and attractive.

A well-arranged show window is the Retailer's best asset. Goods well displayed are half sold. Every grocer knows this, but not every one knows how to use his windows to the best advantage. Here are a few simple directions, the fundamental principles of the window dresser's art, which anyone can follow:

Cleanliness—Neatness

In arranging grocery or provision windows the first and most important principle is cleanliness.

Your window glass, flooring, background, fixtures, merchandise and display material must be absolutely clean. Use nothing that will in any way suggest anything but the most sanitary conditions in your store. A can of tomatoes with a rust-stained label inevitably indicates ancient goods. A finger-marked price ticket causes the customer to see dirty hands touching your merchandise; and so small a thing as a fly-speck on a soda cracker will queer an otherwise attractive display.

So cleanliness is the first great commandment; and the second is like unto it—neatness. No window can ever be too neat. A crooked stand, pyramid or shelf has no place in a show window.

Arrangement—Color—Merchandise—Make, select and get these fundamental elements right, and your window must be attractive. Neglect any one of them and your display will suffer.

Originality

Merely to stop the crowd, to arouse curiosity or entertain, is not enough. The argument must be there so convincingly that the observer will be drawn irresistibly into the store or persuaded to buy.

Try to work into your displays the unusual, not necessarily some freak, but something that will arrest attention of the passerby, and, having secured attention, lead his eye to the real object of the display, which should always be the merchandise itself or some advertising matter pertaining to the goods for sale.

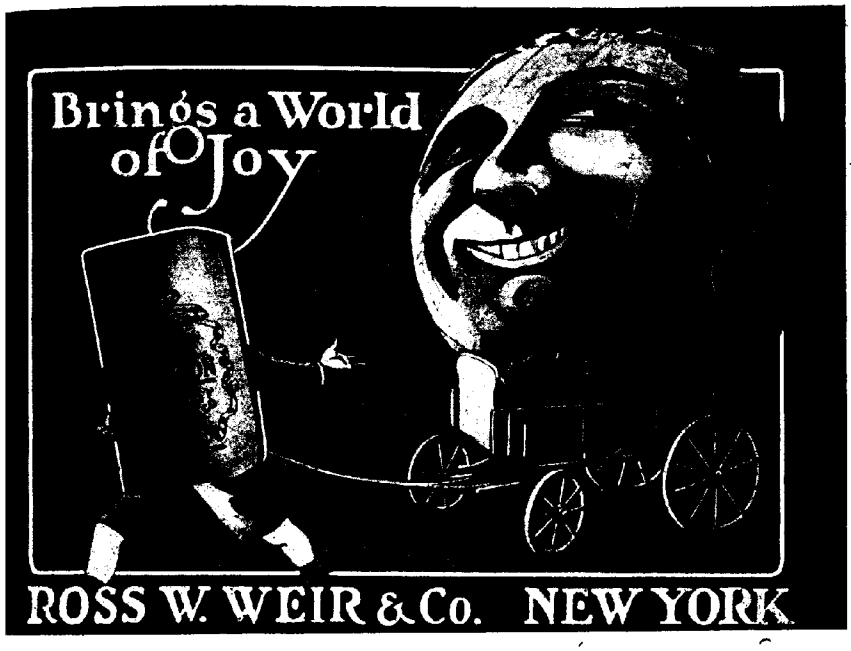
Effective displays may be obtained by filling an entire window with one item with a cleverly phrased card telling the story. In conjunction with a one-item display, a good color scheme adds greatly to the pulling force. For instance, if you are displaying a package of coffee with a tan and black label, a brown background trimmed with a "motif" in black would emphasize the articles and lead the eye directly to them.

Unit Trimming

It is not always desirable to specialize on a single article. Several, and sometimes a large number of, items can be shown in such a manner as to give to each its own individuality. This is known as "unit trimming." Arrange each article in a group, with plenty of space between groups. For example, several pyramids of can goods arranged in groups on high pedestals or shelves in the background of the window would not necessarily detract from smaller items or articles on the floor near the front.

Keep your floor covering in harmony with your background and generally lighter in color. An example may be helpful: Suppose you wish to show a window of canned goods with a blue and white label and the brand name "Tulip" or "Daisy," or "Rose." A rich shade of orange

* Designer of the display which won first prize in the Eastern District in the recent national "Coffee Week" window contest.



Profit in Quick Turnover

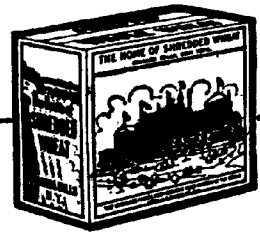
The grocer gets no profit from goods that stick to his shelves. Profit in the grocery business comes from quick turnover. Twenty years of national advertising has created a steady demand for

Shredded Wheat Biscuit

which has now become the world's staple, universal whole wheat cereal. A fair-trade policy has secured the co-operation of four hundred thousand grocers in the distribution of this product. We hope to retain this co-operation through the same methods of advertising and the same fair trade policy during the coming year.

Made only by

The Shredded Wheat Company, Niagara Falls, N.Y.



would make a strong background for these, and a few flowers, such as the brand suggests, would aid materially in making an attractive window.

Study the Package

In arranging these special displays, a little study of the package itself will suggest many ideas and help you put an extra punch into your window. Most manufacturers furnish free window display material advertising their own goods, such as dummy packages, posters, hangers, strips and cut-outs. But the window that attracts the biggest crowd and sells the most goods usually is one on which the boss, or one of his clerks, has used his own gray matter. The standardized window may reach a high grade—in fact, the displays arranged by salesmen or travelling representatives of the big manufacturers and jobbers are uniformly good and far above the average—but standardization cannot supply the personal touch and the local color which any grocer should be able to furnish if he is willing to devote to his windows a fair amount of time, thought and labor. Frequently an ideal combination can be obtained through the use of a standard window trim to which the retailer has added just a few touches of his own to give it individuality.

Many warnings have been written against "overcrowding" a window; but don't skimp your display. Fill it full of interest, enthusiasm and pep. Remember there is no better or cheaper advertising. Compare its cost with the cost of any other form of advertising, and you will need no further argument to convince you that it is worth all the time and attention you can give it.

Coffee Displays

The displaying of coffee offers endless opportunities. In the first place, it is a familiar article in which everyone is interested. It comes in many forms which suggest a great variety of ways to handle it in a window. No article the grocer sells is more attractively packed. Cartons, bags and cans are easy to arrange in a multitude of attractive designs. Coffee in bulk, either in the berry or ground, looks well in almost any receptacle, and the finished product suggests familiar household scenes.

A coffee display offers unusual opportunities to the clever sign-writer, and the advertising literature issued by the roasters and the Joint Coffee Trade Publicity Committee furnish a never-failing source of material. The public and especially housewives, are always interested in signs telling how to prepare and serve coffee.

An Educational Exhibit

If the grocer is willing to go to a small expense or exercise a little ingenuity he can arrange an educational exhibit that never fails to draw a crowd. This consists of a large wall map in the center background, with narrow ribbons of different colors leading from bowls of coffee berries on the floor in the foreground to connect with the place on the map where the different kinds of coffee come from. In connection with such an exhibit, photographs of coffee plantation scenes, picking, drying, packing, etc., and of the various operations of coffee roasting and merchandising should be hung on the side walls as a border at the sides of the window panes.

CODE OF ETHICS FOR GROCERS

The Retailers' National Association Adopts a Resolution Governing Business Practices

A CODE of business ethics was drawn up in the form of a resolution at this year's convention of the National Association of Retail Grocers, and unanimously adopted. The code reads:

1. To consider my vocation worthy and affording me distinct opportunity to serve society.
2. To elevate the standards of my vocation to a higher plane.
3. To appreciate the deep responsibility of the trust placed in me as the distributor of foods upon the quality of which holds the future health, happiness and prosperity of our nation.
4. To hold that the exchange of my goods, my service and my ideas for profit is legitimate and ethical, provided that the parties within the exchange are benefitted thereby.
5. To respect my competitors and take no undue advantage of them should the opportunity afford.

Settles the Question

A Quality Brand Backed by Persistent Consumer Publicity

It Will Build Your Coffee Trade

MEYER BROS. COFFEE & SPICE CO.
ST. LOUIS

I Want a Job at $4.00 a Week

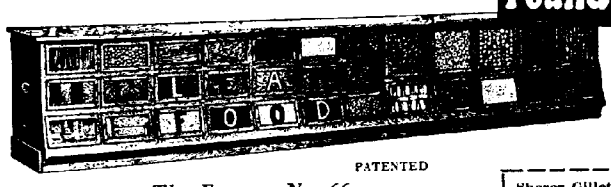
I WILL give a new "tone" and style to your store—I will show 31 of your best sellers in my attractive little display windows—I will hold about 2000 pounds of food; and protect every pound of it from dirt, flies, vermin, etc. I will work for you constantly without complaint—for I'm built on big, strong lines for heavy duty.

In a short time you will own me, and you will wonder how you ever ran the store without me. I will save you steps, and save you money. Try me!

Sell Food By Weight

The Sherer Sanitary Grocer Counter

By the Pound



PATENTED

The Famous No. 66

DIMENSIONS

Length 15 ft. 8½ inches
Height 33½ inches
Width 28½ inches

CAPACITY

31 display pockets
31 handy drawers
Holds approximately 2000 pounds of bulk goods

The Sherer Gillett Co.

17th & So. Clark Sts., Chicago, Ill.

Sherer Gillett Co., Dept. 37
17th and So. Clark Sts. Chicago, Ill.

Send us particulars and terms.

Name.....

Town.....

State.....

6. To support my local, state and national association.

7. To value my citizenship and place my country and my flag next to my God.

8. Believing in the universality of the Golden Rule, "All things whatsoever ye would that men should do unto you, do ye even so unto them," I will inculcate this idea in all my dealings.

COFFEE HINTS FOR RETAILERS

Winning the Customer's Good Will by Teaching New Ways to Serve the Great American Drink

EXPERIENCE has shown that a grocer can win good will for his store if he will teach his customers new ways to prepare foods and beverages. This is particularly true of coffee, because few housewives know more than one way in which to use it. The following recipes, prepared by Mrs. Ida C. B. Allen for the Joint Coffee Trade Publicity Committee, can be passed on by grocers to their customers by circular, postcard, newspaper advertisements, window cards and displays or other suitable publicity means.

The Committee has compiled the recipes in small booklet form, and they can be obtained from most wholesalers and coffee roasters.

In her introduction to the recipes Mrs. Allen writes:

Iced coffee is not only a delicious summer drink but it also furnishes a mild stimulation that is particularly grateful on a wilting hot day. It may be combined with fruit juices and other ingredients in a variety of cooling beverages which are less sugary and cloying than the average warm weather drink and for that reason generally popular with men.

Coffee that is to be served cold should be made somewhat stronger than usual. Brew it according to your favorite method and chill before adding sugar and cream. If cracked ice is added make sure the coffee is strong enough to compensate for the resulting dilution. Mixing the ingredients in a shaker produces a smoother beverage topped with an appetizing foam.

It is a convenience, however, to have on hand a concentrated syrup from which any kind coffee-flavored drink may be concocted on short notice and without the necessity of lighting the stove. Coffee left over from meals may be used for the same purpose, but it should be kept in a covered glass or china dish and not allowed to stand too long. A coffee syrup made after the following recipe will keep indefinitely and may be used as a basis for many delicious iced drinks. All measurements are level.

COFFEE SYRUP

2 quarts very strong coffee
3½ pounds sugar

The coffee should be very, very strong as the syrup will be largely diluted. The proportion of a pound of coffee to one and three-fourth quarts of water will be found satisfactory. The may be made by any favorite method, clear and strained, then combined with the sugar brought to boiling point, and boiled for two three minutes. It should be canned while boiling, in sterilized bottles. Fill them to overflowing and seal as for grape juice or for any other canned beverage.

COFFEE MILK SHAKE

(*Individual*)

Combine three tablespoonfuls of the coffee syrup with three-fourths of a cupful of rich milk and a little crushed ice. A drop or two of vanilla may be added, if desired. Shake or stir vigorously and serve.

COFFEE EGG NOG

(*Individual*)

3 tablespoonfuls coffee syrup
Scant ¾ cupful rich milk
1 egg
Few drops vanilla

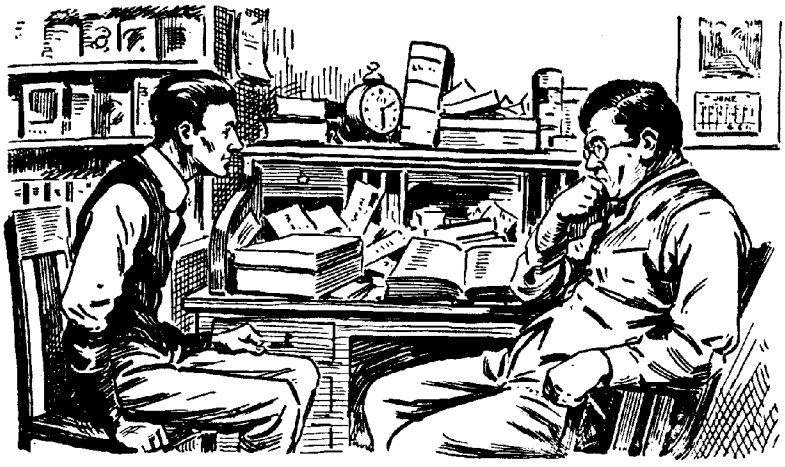
Beat the egg in a bowl, add the vanilla, the coffee syrup and the milk, and beat again to blend it thoroughly. If the egg is thoroughly beaten in the first place, it will not be necessary to strain this drink. Fill a tall glass a fourth full of crushed ice, pour in the coffee mixture and serve at once with or without straws.

COFFEE MALTED MILK WITH EGG

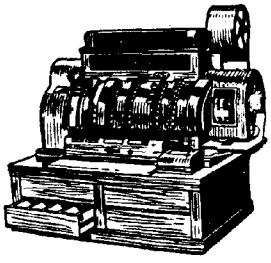
(*Individual*)

Observe the proportions and directions as given

EMPIRE HARDWARE COMPANY
Grocers' Butchers' STORE FURNISHINGS Bakers' Restaurants'
SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.
ELECTRIC COFFEE MILLS
272-274 West Broadway New York City
Write for complete Catalogue



An up-to-date National Cash Register would tell if this clerk is worth the raise that he is asking for.



NATIONAL Cash Register records would tell instantly whether this clerk had increased his sales enough to make him worth more money.

Up-to-date National Cash Registers give complete daily records of how much each clerk is selling and the number of customers each clerk is waiting on.

They show which clerks are the most valuable. They enable merchants to fix wages on actual selling records.

They give the records needed for a profit sharing or bonus system. This makes the clerks directly interested in the success of the business. It puts them on their mettle and results in increased business.

The National Cash Register Company, Dayton, Ohio
Offices in all the principal cities of the world

in the preceding recipe, with this exception: add an egg to the dissolved malted milk and beat well before adding the milk.

Honey-Flavored Iced Coffee
(Individual)

Stir a fourth cupful of cold, clear, strong coffee into four and a half teaspoonfuls of honey, and, when dissolved, add a half cupful more of coffee. Pour into a tall glass which has been filled a fourth full of crushed ice and top with stiffly whipped cream, into which a little honey has been beaten. Serve with any type of sweet sandwiches, or little cakes.

Iced Coffee With Gingerale
(Individual)

To make this unusual combination, pour a half cupful of cold coffee into a glass, fill a fourth full of crushed ice, then add a third of a cupful of gingerale, stir quickly and serve at once. This is particularly good with cream cheese sandwiches.

Iced Coffee—Turkish Fashion

For each cupful of cold, strong coffee, allow one and a third tablespoonfuls of powdered sugar and a third teaspoonful of rose extract. Stir until dissolved, pour into glasses, each of which should contain a little crushed ice, and top with stiffly whipped cream, which has been sweetened; add a little plain cream to each serving.

Iced Russian Coffee
(For Six)

3 cupfuls ice cold, strong coffee
1 cupful cocoa, made with milk
2 tablespoonfuls cream
4 tablespoonfuls powdered sugar

Combine the ingredients, in the order given, in a pitcher, stir well and serve in glasses or chocolate set containing a little crushed ice, with or without a topping of sweetened, whipped cream.

Iced Spiced Coffee
(For Six)

6 cupfuls clear, strong coffee
24 whole cloves
1 five-inch stick of cinnamon
¾ cupful powdered sugar
¾ cupful heavy cream, whipped and sweetened

Add the spices to the coffee, boil five minutes, strain, add the sugar and chill. Serve in glasses each of which should contain a little crushed ice, and top with the cream. Dust with powdered cinnamon. This is particularly good with fruit or nut cakes.

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

ARBUCKLE BROTHERS

Yuban Coffee Department

NEW YORK PITTSBURG CHICAGO

Tell your customers about this new Ryzon Baking Book Offer

Here is the offer:

Without charge we will mail the new Ryzon Baking Book, originally priced at $1.00, to anyone who purchases two or more pounds of Ryzon Baking Powder and sends us her grocer's name.

Tell your clerks about this offer and see that they mention it to your trade.

The offer appeals strongly to housewives. They know the value of the Ryzon Baking Book and will be more than willing to purchase two pounds of Ryzon to secure it.

Display the Ryzon packages in a prominent place in your store.

Put up a sign near the packages calling attention to the special book offer.

It will bring you results

GENERAL CHEMICAL CO.
FOOD DEPARTMENT
NEW YORK

RYZON
THE PERFECT BAKING POWDER

COFFEE MALTED MILK
(Individual)

3 tablespoonfuls coffee syrup
2 tablespoonfuls malted milk
¼ cupful rich milk
Few grains salt
Few drops vanilla, if desired

Put the malted milk in a small, deep bowl and moisten it with the coffee syrup, then gradually beat in the milk. Add the salt and vanilla, beat well with the egg-beater and pour into a glass which has been filled a fourth full of crushed ice.

COFFEE CARAMEL SUNDAE
(For Six)

1 quart coffee ice cream
1 cupful caramel sauce
1 cupful heavy cream, whipped and sweetened
¼ cupful shredded, toasted almonds

Put a medium-sized scoopful of the ice cream into each sundae glass. Pour over each serving two tablespoonful of caramel sauce, top with the whipped cream and strew over the almonds.

COFFEE MAPLE PUNCH
(For Eight)

3 cupfuls clear, strong coffee
1⅛ cupfuls maple syrup
1½ teaspoonful salt

Combine the ingredients in the order given, ch and half freeze in three parts of ice to one salt, turning the freezer constantly; this take about seven minutes. Serve in frap glasses. This is particularly good with nut cal

FROSTED COFFEE

6 cupfuls cold, clear, strong coffee
¼ pint vanilla ice cream

To serve this for six people, pour the coff which should be ice cold, into a pitcher. Pla on a tray, containing the glasses, a shaker, a a bowl for the ice cream. Put two heapi tablespoonfuls of the ice cream into the shak together with a cupful of the coffee, shake un the cream is dissolved, pour into a glass a serve. This should be done in turn for ea guest. Any little sugar cooky or fruit-flavor wafer is particularly good with this drink. desired, a little crushed ice may be put into t shaker for each serving.

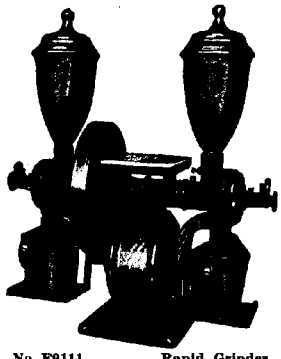
COFFEE PRALINE SUNDAE

1 quart coffee ice cream
Coffee syrup
¼ cupful whipped cream, sweetened
½ cupful praline powder.

To make the praline powder, combine a ha cupful of granulated sugar with a half cupf

UNIVERSAL ELECTRIC COFFEE MILLS

Mean Better Service To Your Trade



No. E9111. Rapid Grinder
¾ Horse Power. Capacity 5 lbs.
Counter Space 37 x 22¼ inches

UNIVERSAL

When a customer sees an up-to-date UNIVERSAL Electric Coffee Mill, he knows at once that he is going to get quick, satisfactory service.

Keep pace with the times—with others in your line of business. No Coffee Merchant's line is complete without a Universal Coffee Mill.

Write Your Jobber Now

LANDERS, FRARY & CLARK
New Britain Connecticut

Domino Syrup

—a staple at all seasons

Stock your retailers with Domino Syrup now. There is a steady demand for it. Housewives use it for table and for cooking.

Domino Syrup is a cane sugar syrup with the appealing cane flavor.

Of the same high standard of quality as Domino Package Sugars.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown, Golden Syrup.

KAFFEE HAG

IT'S PERFECT COFFEE

KAFFEE HAG COFFEE does not interfere with the sale of your own coffees. It is a perfect caffeine-freed coffee, blended from choicest selected coffees and is intended for those people who are NOT at present drinking ordinary coffee. Instead they are now using numerous cereal substitutes which in recent years have gained tremendously in popularity, interfering with the grocers' coffee sales.

Sell KAFFEE HAG and increase your coffee sales.

AT ALL JOBBERS

KAFFEE HAG CORPORATION

New York City Chicago Cleveland

CHASE & SANBORN'S HIGH GRADE COFFEES AND TEAS

"The Brands That Brew the Best"

Some merchants achieve a maximum of result with a minimum of effort.

Little EFFORT is required to sell Chase & Sanborn's teas and coffees, but the RESULT is something more than increased sales of Chase & Sanborn merchandise.

Shrewd merchants profit by augmented sales of general groceries stimulated by the trade-building qualities of

CHASE & SANBORN'S

High Grade Teas and Coffees

BOSTON CHICAGO MONTREAL

of blanched almonds in a small, smooth frying-pan. Stir together until the sugar is liquefied, or caramelized, but take care that it does not become dark brown, but merely the color of maple syrup. Let the mixture become stiff, then crush it with the rolling-pin to a coarse powder.

To put the sundae together, place a medium-sized scoopful of the ice cream in each sundae glass, pour over the coffee syrup (about two tablespoonfuls), and top with the whipped cream, which should be sprinkled thickly with the praline powder.

Want Advertisements

Classified want advertisements under regular heading $3 for twenty-five words or less. Additional words *four* cents each. *Payable cash with order.*

Help Wanted

WANTED—An experienced roaster and blender for a new plant in a Southern city. Splendid opportunity for the right man. Give full information in first letter. Address Box 522, care of THE TEA & COFFEE TRADE JOURNAL.

Situations Wanted

CREDIT MANAGER in wholesale coffee and spice concern, or kindred lines. Age 47 years. 25 years with same firm in executive capacity. Familiar with credits, correspondence, finance, etc. Best of references. Box 521, care of THE TEA & COFFEE TRADE JOURNAL.

Miscellaneous

FOR SALE—Days' tea mixer. One to four [illegible] pounds capacity, with exhaust fan connected to cylinder. In perfect condition. FINLEY AC Co., Philadelphia, Pa.

FOR SALE—Two Duplex automatic net weig[illegible] nearly new. $65.00 each. Box 519, care of T TEA & COFFEE TRADE JOURNAL.

WANTED—Large roaster for shelled peanuts, blancher, grinder and other peanut butter chinery in A-1 condition. Box 520, care of T TEA & COFFEE TRADE JOURNAL.

FOR SALE—Completely equipped plant for roas and packing coffee; (battery of four Burns ers), also for packing rice, tea, etc. in South city of 200,000 people. Has established busine in good standing, but because of death and drawal of interest of financial member of firm of capital prevents doing satisfactory volum business. A great opportunity for man of abi Will sell without any consideration for good Address "F," care of THE TEA & COFFEE T JOURNAL.

WANTED—A small sample coffee roaster. Addr Box 523, care of THE TEA & COFFEE TRADE JOUR

DENISON HARWOOD COMPANY

Coffee Importers and Roasters

341-343 River St. CHICAGO

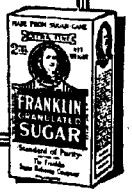
I have my old job back, saving Mrs. Housewife all the trouble of making her coffee. I serve her instantly.

I am not Denaturized, De-caffeinized nor de-anythinged. Oh! yes, I am DE-LICIOUS. I hope you will keep me well at the Front where I can be welcomed. I saw the trenches at their worst, and I am glad to be home.

Franklin Golden Syrup

is in demand every day in the year.

This cane sugar syrup is equally delicious in summer and winter dishes. It is a wholesome addition to the table at every meal.



The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown, Golden Syrup

ıe Consistent Demand

for

Hotel Astor Coffee

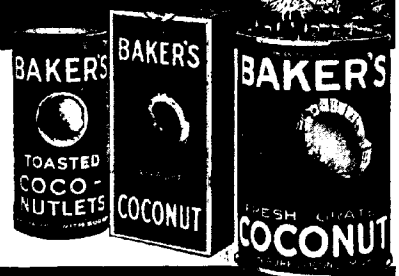
is proof that "standard quality and intelligent advertising" is a combination powerful enough to overcome all possible obstacles.

n the one-time buyer and hold the old tomer, by featuring quality that is *ertised.*

ep your store crowded.

FISCHER & CO., Inc.
190 FRANKLIN STREET
NEW YORK

BAKER'S COCONUT



THE FRANKLIN BAKER CO.

Importers—Manufacturers

Philadelphia New York

CANNED COCONUT	FRESH COCONUTS
DESICCATED COCONUT	REFINED COCONUT OILS
TOASTED COCONUTLETS	RAW COCONUT OILS

MACARONI
VS.
POTATOES

All foods are high, but the price of potatoes is and will be *prohibitive* throughout the year. The only thing to do is to get along without them.

PUSH MACARONI AS A SUBSTITUTE FOR POTATOES. It has the same high percentage of food value. It is just as appetizing—easy to prepare—and costs less—much less.

If you are not among those " live ones " who are now distributing HARVEST, write for prices. This is the time of the year to begin.

The Briggs Cereal Products Co.
Cincinnati, Ohio

SUMMER PROFITS

A fast seller, a universal and immediate repeater, a big profit producer.

CENT-A-GLASS
Concentrated true fruit

Packed your label
Write for full particulars

Federal Pure Food Company
2309 Archer Ave. Chicago

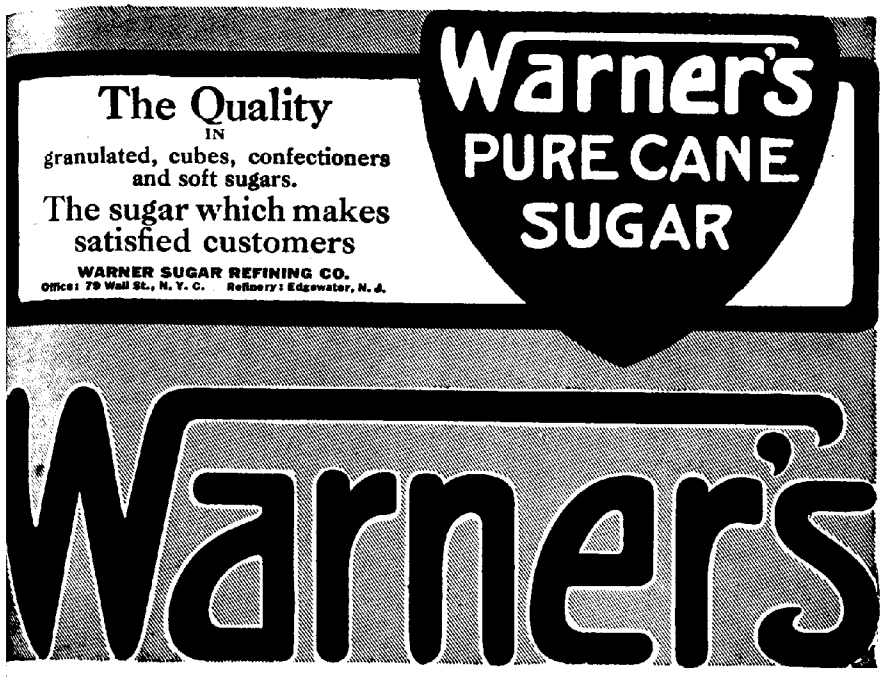
NEW ORLEANS
The Logical Coffee Port—Home of
ALAMEDA COFFEE

Sold only in 1 and 3-lb. Tins Under Our Trade Mark

CAREFULLY SELECTED FOR PARTICULAR TRADE

MR. GROCER: PUT YOUR TRADE WISE

MERCHANTS' COFFEE CO. of NEW ORLEANS, Ltd.
NEW ORLEANS
B. C. CASANAS, President



Farrington's

"Eagle and Lamb"
JAPAN TEA

THE G. B. FARRINGTON COMPANY
Established 1804 NEW YORK

LEMON PIE FILLING
In 16 oz. Cans

Your Brand or Ours Flavored With Juice of Lemons

Best Quality Made — No Artificial Flavoring — Lowest Price

Send for Sample

ARCADIA FOOD CO. 174 Hudson St., N. Y. C.

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

TEA AND COFFEE PREMIUM TRADE

¶ A department devoted to the interests of users of Premiums, Advertising Specialties and Novelties in these trades.

BUYING CONSUMER GOOD WILL

In the Last Analysis This Is What the Dealer Aims for When He Gives Away Premiums

ALL advertising plans are good, but at this time premium advertising is particularly advantageous, recently wrote Esten W. Porter of the Premium Service Co., New York.

In the first place, there is nothing like premiums to obtain and retain the good-will of the consumer, which after all is the purpose of all advertising. In the second place, a large portion of the cost of a premium campaign started now will not have to be met for at least two years or more, during which interval it will be getting in its work with telling effect.

Experience has shown that the percentage of redemption of premium coupons is very small during the first year; in most lines it is not over 10 per cent; the second year it is from 15 per cent to 18 per cent, etc. After a number of years a settled redemption of about 50 or 60 per cent is obtained.

During the coming year a manufacturer could operate a strong premium advertising campaign with assurance that it will have a great hold upon the public when products are again plentiful and competition keen. In the meantime the cost will have been comparatively small.

Manufacturers who are farsighted enough to look beyond present conditions will see clearly that now, in this hour of tremendous change and opportunity, is the time to preempt the business claim, the working of which will "pan" richly in the years to come.

By acting in the present, they will establish an impregnable position that will in the future tower above their competitors.

NATURE OF PREMIUM ADVERTISING

Premium advertising is not something for nothing. There is no such thing. Somebody pays for everything and in this case it is the consumer who pays for the premiums, the same as he pays for the newspaper, street-car or bill-board space, the salesman's expense, the rent, [illegible] and every other item of cost of production [illegible] distribution.

But mark this important distinction betwe[illegible] premium advertising and all other forms of [illegible] vertising: the consumer gets something back [illegible] of the expenditure for advertising along the [illegible] mium line, and gets absolutely nothing [illegible] out of the expenditure for the ordinary forms [illegible] advertising.

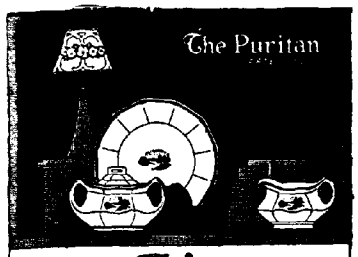
Under other methods the advertising m[illegible] is expended before the sale is made and th[illegible] Micawber-like, you sit down and wait "for som[illegible] thing to turn up." The actual sales resulting m[illegible] be large or small. It is all a gamble, an unc[illegible] tain, blind groping in the dark.

On the other hand, you do not have to pay [illegible] premium advertising until after the consum[illegible] has purchased your products, and the expens[illegible] in exact proportion to the business result[illegible] from such advertising.

PREMIUMS REDUCE SELLING EXPENSE

But, you say, the premium involves increa[illegible] selling expense. Not at all. All goods [illegible] subject to selling expense and the thing to d[illegible] to use this expense to the best advantage. [illegible] many businesses the adding of a premium p[illegible] merely means the diverting of an advertising [illegible] propriation (or part of it) out of the ordin[illegible] channels into premium advertising, thus incurr[illegible] no additional expense whatever. But even wh[illegible] the cost of a premium plan is added to the re[illegible] lar advertising expenditure it pays for itself [illegible] of the increased business it creates; and for [illegible] business it holds it is mighty cheap insuran[illegible]

You insure your buildings, your machine[illegible] your stock, but do you insure your busine[illegible] How can you feel reasonably sure that y[illegible] trade of to-day will be yours to-morrow? T[illegible] premium plan will give this assurance, for t[illegible] very "sum and substance" of it is continu[illegible] buying—and this continuous buying will mak[illegible] wonderful difference in the total of your sale[illegible] such a difference, in fact, that the premium p[illegible] intelligently used, will not increase the cos[illegible] doing business but really lessen it.



Chinaware is the best premium because it appeals irresistibly to the housewife

The Limoges China Co.
Sebring, Ohio

Let the Saxon Plan Help You

The Saxon Plan has helped hundreds of businesses increase sales at low cost.

Let it help you.

Send today for full details. Let us tell you how others have used the Saxon Plan and got big results.

Write us today. No obligations

The Saxon China Co.
301 BAUGH STREET
Sebring, Ohio.

Coffee Post Cards

Three color cards showing coffee culture and preparation around the world. Arranged in sets of 25 with descriptive text on each card and space for advertisement.

We have a comparatively small quantity of these attractive cards on hand, and will sell the lot at a low figure. These cards constitute an exceptional educational advertisement for coffee and will help any packer increase his prestige and sales. Sample set 25c. Quantity prices upon request.

The Tea and Coffee Trade Journal
79 Wall Street New York

A Premium to Delight the Housewife

Combination Cereal Cooker and Tea Kettle

Colonial paneled design, seamless heavy gauge pure Aluminum. Ebonized wooden grip, "anti-burn" lugs. Kettle 6 quart, inset 1½ quart capacity.

Your premium—if it is the right kind of premium—should: First, be so attractive, so desirable, that your customers will want it and continue and increase their patronage in order to get it; second, it should be so useful and of such domestic merit that it will advertise you FAVORABLY and serve as a constant reminder of you and your business. Send for sample and price.

Dept. "A" **ALUMINUM PRODUCTS CO., LaGrange, Ill.**

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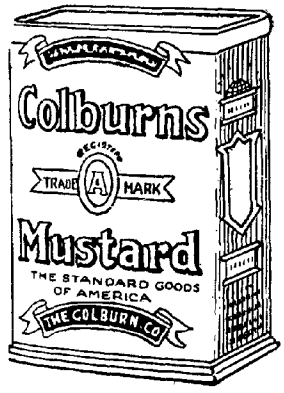
You Can Prove by Four Simple Tests the Quality of

Colburn's Mustard

Famous "A" Brand *Fanciest "DSF" Quality*

YOU may not be a chemist but you can make four simple tests that will prove beyond the question of a doubt the superior quality of Colburn's mustard.

Mix with water some of the perfectly milled Colburn mustard flour just as it comes in the can to your counter —stir into a smooth paste, then—



Test it for color—note its bright, golden yellow

Test it for flavor—you get the rich, genuine mustard taste.

Test it for milling—the glossy smoothness of the paste shows expert milling through finest silk bolting cloth.

Test it for pungency—it has the essence of mustard value—the snappy strength and true mustard tang.

These are characteristics of Colburn's—the best mustard in the world. Good grocers sell it because they have known it since 1857 as

The Standard Mustard

With our enlarged production we are ready to fill all orders immediately

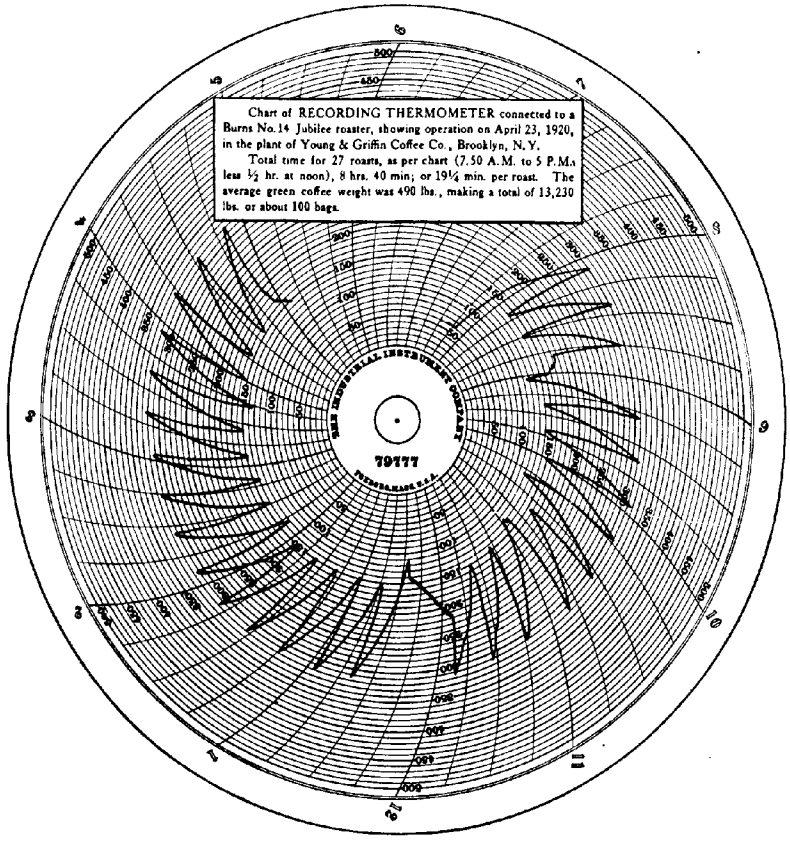
The A. COLBURN CO., Philadelphia

Mustard	Cooking Herbs	Flavoring Extracts
Spices	Pickling Spices	Other Condiments

Finer Roasts with Less Gas

Roasting with our Jubilee machine is a complete program of gaining and saving. If you want wholesale production of perfectly roasted coffee, with minimum gas fuel, you surely need the Jubilee roaster.

We have numerous automatic records, like the chart below, showing daily performance in various establishments. Each peak of the zigzag line means a completed roast; the circles show 10-degree changes in the temperature of the coffee, and the curving radial lines give the time of day in quarter-hour divisions.

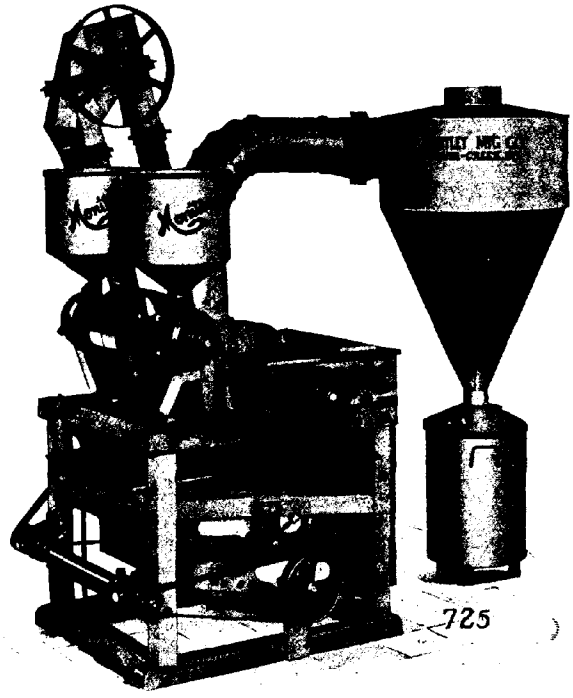


JABEZ BURNS & SONS | BURNS TRADE MARK EQUIPMENT | 11TH AV. & 45TH ST. NEW YORK

Ask any of these Jubilee Roaster Users

J. H. Allen & Co.,	St. Paul
Alton Mercantile Co.,	Enid
Andrus-Scofield Co.,	Columbus
Austin, Nichols & Co.,	Brooklyn
J. H. Bailey Coffee Co.,	Macon
Betterton-Ruppert Coffee Co.,	Ashland
M. J. Brandenstein & Co.,	San Francisco
G. E Bursley & Co.,	Ft. Wayne
Carroll, Brough & Robinson	Oklahoma
Cheek-Neal Coffee Co.,	Richmond
Clossett & Devers,	Portland
Dannemiller Coffee Co.,	Brooklyn
Paul de Lima Co.,	Syracuse
De Soto Coffee Co.,	Savannah
Donald Co.,	Grand Island
Dwinell-Wright Co.,	Boston
Dwinell-Wright Co.,	Chicago
Eagle Grocery Co.,	Jersey City
T. Eaton Co.,	Winnipeg
El Reno Wholesale Grocery Co.,	El Reno
Ennis-Hanly-BlackburnCof.Co.,	KansasCity
Eppens, Smith Co.,	New York
Eureka Tea Co.,	Chicago
David G. Evans Coffee Co.,	St. Louis
Evertsen & Borling	Brooklyn
Fargo Mercantile Co.,	Fargo
J. A. Folger & Co.,	Kansas City
J. A. Folger & Co.	San Francisco
Fort Smith Coffee Co.,	Fort Smith
Githens, Rexsamer & Co.,	Philadelphia
Gould, Wells & Blackburn Co.,	Madison
Griffin Grocery Co.,	McAlester
Griggs, Cooper & Co.,	St. Paul
Wm. Grossman Co.,	Milwaukee
Hale-Halsell Grocery Co.,	McAlester
Hanley & Kinsella C. & S. Co.,	St. Louis
Harnit & Hewitt Co.,	Toledo
Hills Bros.,	San Francisco
S. H. Holstad & Co.,	Minneapolis
Henry Horner & Co.,	Chicago
Japan Tea Co.,	St. Paul
H. Jevne Co.,	Los Angeles
Johnson-Layne Coffee Co.,	St. Louis
Joannes Bros. Co.,	Los Angeles
Keil Grocery Co.,	Billings
C. D. Kenny Co.,	Cleveland
Knickerbocker Mills Co.,	New York
Lafer Bros.	Detroit
Francis H. Leggett & Co.,	New York
U. & J. Lenson Co.,	New York
Levering Coffee Co.,	Baltimore
W. F. McLaughlin & Co.,	Chicago
McNeil & Higgins Co.,	Chicago
Samuel Mahon Co.,	Ottumwa
Manning & Co.,	Seattle
Henry May & Co.,	Honolulu
Newmark Bros.,	Los Angeles
D. W. Ohlandt & Sons,	Charleston
Paxton & Gallagher Co.,	Omaha
Geo. Rasmussen Co.,	Chicago
Royal Tea Co.,	Chicago
A. Schilling & Co.,	San Francisco
Wm. Schotten Coffee Co.,	St. Louis
Schwabacher Bros. & Co.,	Seattle
Sehon, Stevenson & Co.,	Huntington
C. F. Smith Co.,	Detroit
Spray Coffee & Spice Co.,	Denver
Star Cash Stores Co.,	Dallas
Stetson-Barret Co.,	Los Angeles
John A. Tolman & Co.,	Chicago
Union Pacific Tea Co.,	Newark
Jas. Van Dyk Co.,	New York
Wellman, Peck & Co.,	San Francisco
Wilkinson, Gaddis & Co.,	Newark
Williamson-Halsell-Frasier Co.,	Oklahoma
Wilson Coffee Co.,	Tampa
Young & Griffin Coffee Co.,	Brooklyn
Young & Griffin Coffee Co.,	New Orleans
Young-Mahood Co.,	Pittsburg

JABEZ BURNS & SONS BURNS TRADE MARK EQUIPMENT 11TH AV. & 43D ST. NEW YORK



This Equipment Will Produce Uniform Chaff-free Coffee

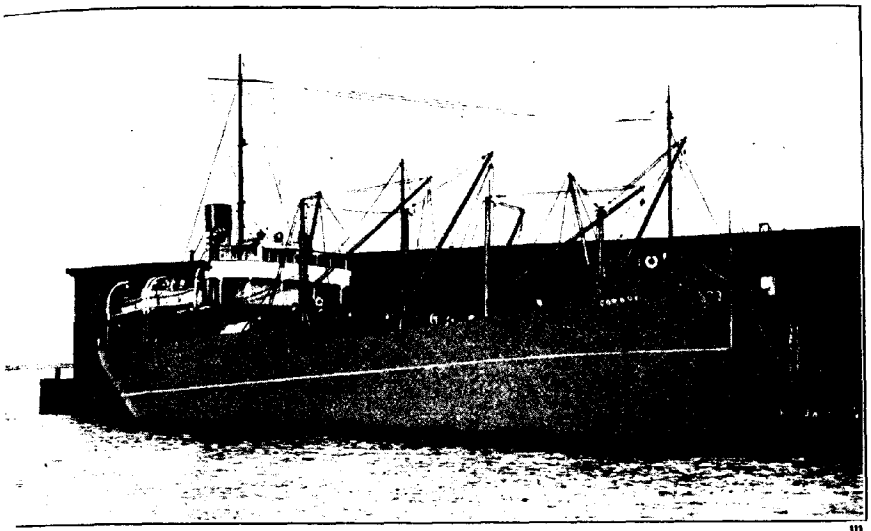
The "Monitor" "Steel-cut" Coffee Grinder, Separator and Chaffer No. 1, illustrated above, is a self-contained outfit for producing the popular "Steel-cut" coffee. It is the result of years of experiment and is all it should be, both as to design, construction and finish. It will turn out a uniform grind efficiently and economically, with a shrinkage of one per cent or less.

When you use this machine, you can be sure that you are producing a coffee with the highest possible degree of uniformity. This machine should be found in every well equipped coffee roasting and packing plant. Catalog No. 64 describes it fully.

Huntley Manufacturing Co.

Silver Creek **New York**

Canadian Plant: Huntley Mfg. Co. Ltd., Tillsonburg, Ontario, Canada
Coffee-Roasting Plants Completely Equipped



THE steamship "Cowboy" pictured above is not notable for size or beauty. However, she recently played an important part in an incident which will be of interest to coffee men, and this is our reason for presenting her at this time.

In response to a request from Boston roasters, this steamship was chartered by us, loaded with 28,000 bags of coffee, and routed direct from Santos, Brazil, to Boston, arriving at the latter city on August 1. This is the first direct Brazil coffee shipment to reach Boston in several years. The cut shows the steamship moored to a Boston dock, ready for the discharge of her cargo.

Team work between importer and roaster will solve many of the problems now confronting coffee buyers. The "Cowboy" incident illustrates the willingness of the Aron organization to co-operate. Have you a coffee problem that we can work out hand in hand?

J. Aron & Company, Inc.

Importers	*COFFEE*	*Exporters*
New York	New Orleans	Santos
Chicago	San Francisco	London

Lambert Peanut Butter Machinery

Our extended experience in the designing and manufacturing of Peanut Butter Machinery as well as in the manufacture of Peanut Butter is at your service.

Our complete plants include the following units:

Roasters **Grinders**
Coolers **Mixers**
Stoners **Elevators**
Cleaners **Conveyors**
Blanchers **Aspirators**
Storage Tanks
Automatic Salters
Automatic Bottle Fillers

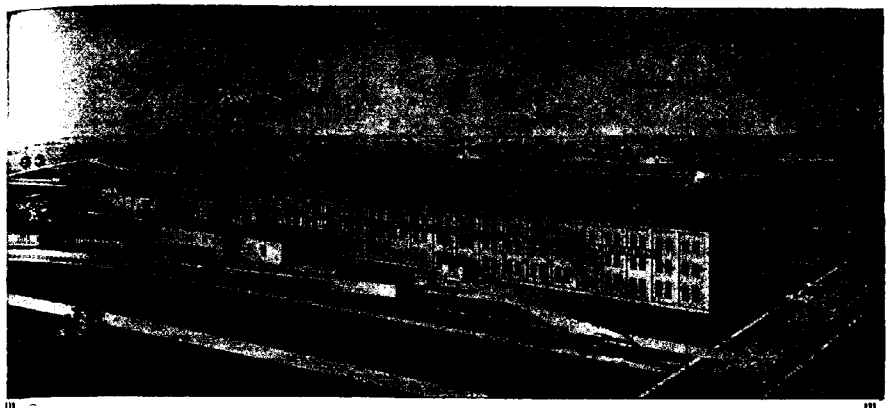
Lambert Peanut Butter Machinery excels in completeness and mechanical perfection of details.

A complete engineering plant saves time and money.

Lambert Machine Company

MARSHALL, MICHIGAN

"Pioneer Manufacturers of Peanut Butter Machinery"



Home of the "Lambert" Line

The above cut visualizes the home of the "Line that Excels." This modern plant is devoted to the manufacture of a complete line of coffee roasting and peanut butter making machinery. The facilities offered by this up-to-date factory and our best engineering skill are exclusively devoted to the manufacture of these two lines of machinery. The plant is fully equipped with a view to turning out the best possible machines at lowest prices consistent with thorough workmanship.

The home of the "Line that Excels" represents years of endeavor. The Lambert Company is a pioneer in the manufacture of indirect flame gas coffee roasters, and also peanut butter machinery.

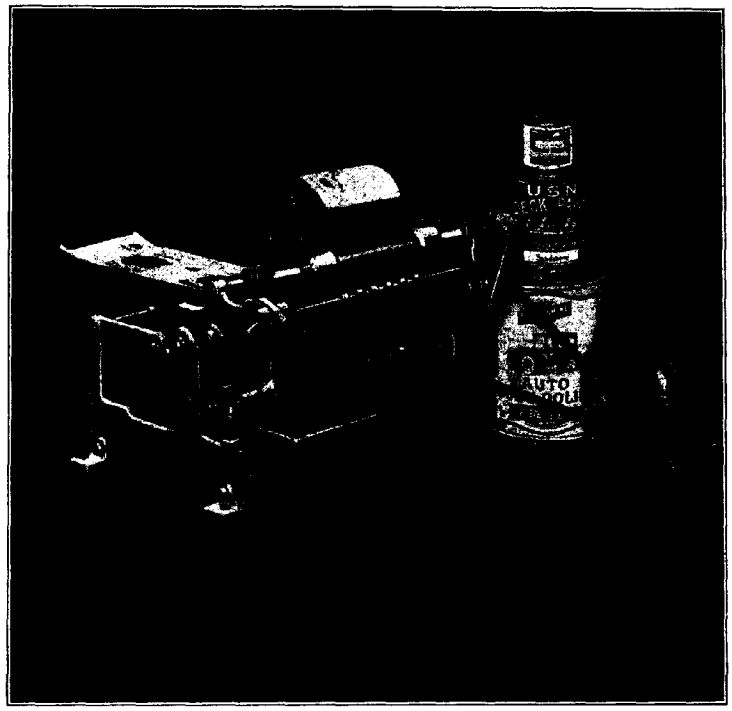
We are prepared to design and build to order complete plants for the manufacture of peanut butter or for roasting coffee. Preliminary plans and estimates submitted for the asking.

Lambert Machine Company

Marshall Michigan

A SIMPLE MACHINE FOR

HIGH GRADE TIGHT LABELING



Portable Liliput Round Can Labeler Model B

Instantly adjustable, without tools, to any can between 2 to 7″ diameter. Requires no labeling skill, and most elementary mechanical common sense. Capacity from 7,000 to 10,000 cans daily from two operators; half with one operator only. Adhesive applied all over surface assures tight labeling.

The cans remain sufficiently dry for immediate packing.

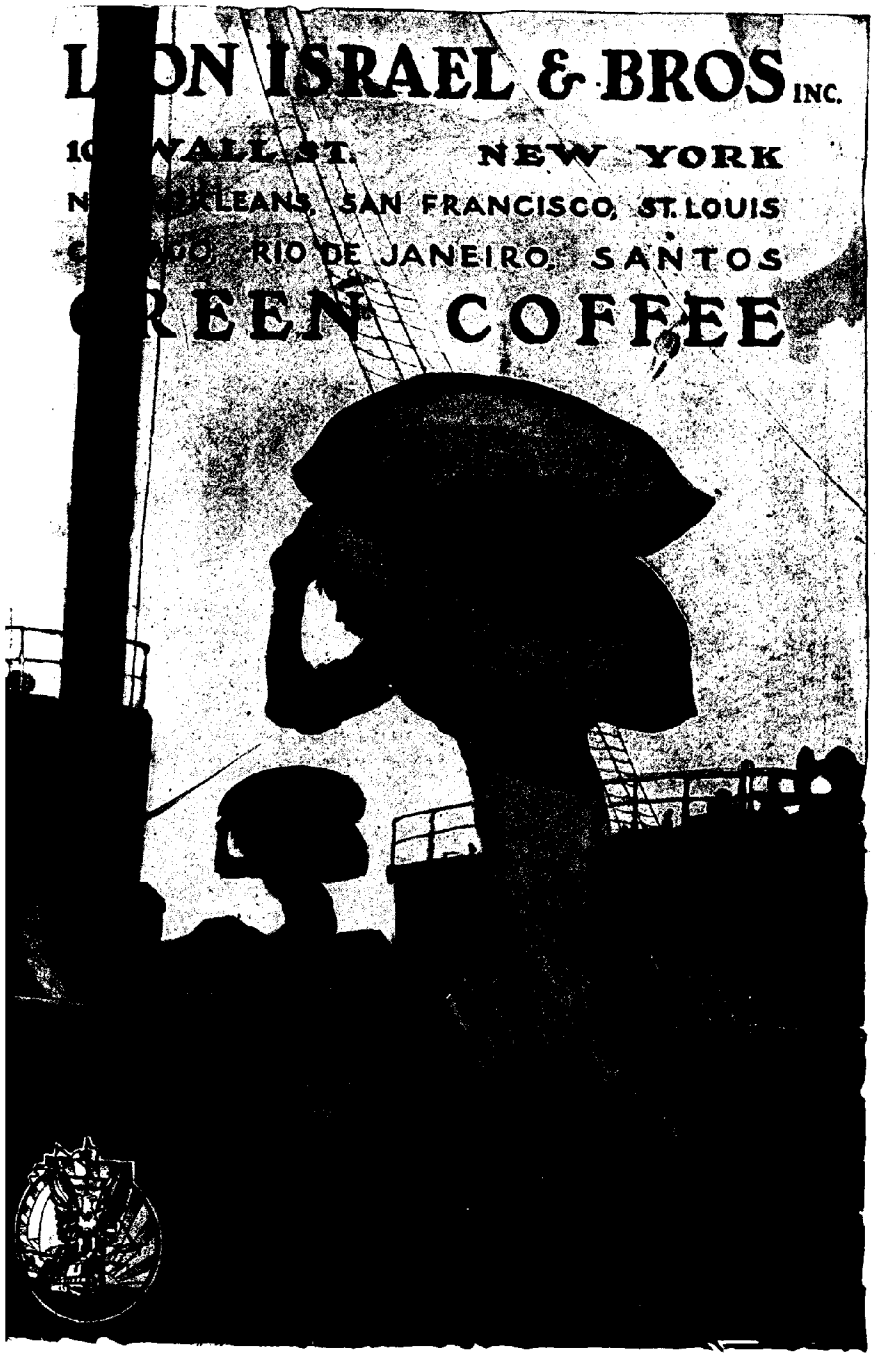
When writing for particulars kindly submit sample cans and labels

Jagenberg Machine Company, Inc.

PACKAGE AND LABELING MACHINES FOR MOST PURPOSES

Office, 131 W. 24th St. **New York**

(Near all leading RR. Stations)


ON ISRAEL & BROS INC.
NEW YORK
SAN FRANCISCO ST. LOUIS
RIO DE JANEIRO SANTOS
COFFEE

Send for one of our packaging experts. Have him show you how Pneumatic Equipment in your plant will boost your output, preserve its quality and save you money as well.

IT takes well over 4 billion packages every year to hou the products of the packers of 90% of all machine-pac aged goods. This tremendous output has been ma possible only by the use of Pneumatic Packaging equipmer

Regularly, dependably, economically, one Pneumatic m chine automatically lines, weighs, fills, seals, wraps a dates from 15,000 to 18,000 accurate, sanitary, dustpr and air-tight packages every day.

It replaces 15 to 40 operators. In many cases it earns own cost the first year in labor savings alone. It saves tons valuable material.

Every machine is built in units—each unit complete efficiently perform some particular operation. All un harmoniously operate as a system. You buy the syst complete—or in single units to meet your individ ual requi ments. Add as needed—like sections of a bookcase.

PNEUMATIC SCALE CORPORATION, Ltd.
Norfolk Downs, Mass.

Boston New York Chicago

PNEUMATIC AUTOMATIC PACKAGING MACHINERY

HARD & RAND

Importers and Jobbers of Coffee

Head Office:
107 Wall St., New York City

Branch City Sales Office:
202 Franklin St., New York City

FOREIGN BRANCHES:

Rio de Janeiro, Brazil
Santos, Brazil
Sao Paulo, Brazil
Victoria, Brazil
Batavia, Java
Cordoba, Mexico
Guatemala City, Guatemala
London, England
Venezuela

DOMESTIC BRANCHES:

Chicago, Illinois
St. Louis, Missouri
New Orleans, Louisiana
San Francisco, Cal.

Correspondents in all other principal markets

This ad appears in September magazines

Saturday Evening Post, Sept
Christian Herald, Sept. 22
Country Gentleman, Sept. 1
Ladies' Home Journal
People's Home Journal
Delineator
Designer

When it appears

You should call the attention of all hotel and restaurant owners in your territory to this advertisement, with the purpose of interesting them in *better brewed* COFFEE. The better the COFFEE served to the public, the better will be the reputation of COFFEE as a wholesome item of food everywhere.

"Get a reputation for your COFFEE"

a booklet prepared especially for hotel and restaurant men, will be supplied to any wholesale or retail COFFEE dealer at the actual cost of production. Order enough of these booklets to distribute among your hotel and restaurant trade.

Joint Coffee Trade Publicity Committee of the United States
74 Wall Street, New York

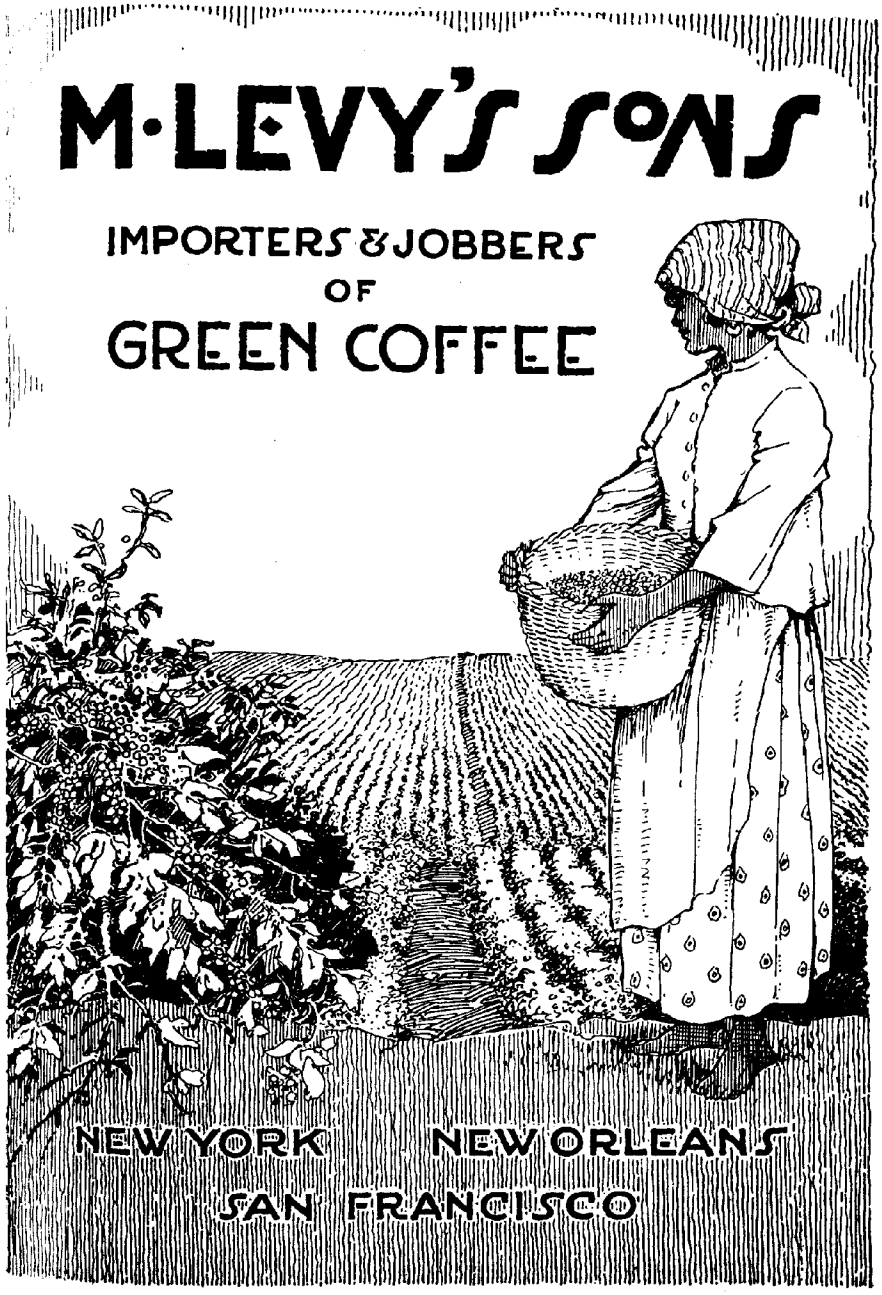
W·R·GRACE & CO.

NEW YORK - NEW ORLEANS - SAN FRANCISCO

COFFEE

BUYING OFFICES IN ALL PRODUCING COUNTRIES

FRESH ROASTED COFFEE
WHEN YOU BUY COFFEE
QUALITY COFFEE
LOOK FOR THIS SEAL
PURITY
STRENGTH
HIGH GRADE COFFEE
FOR GOODNESS SAKE
DRINK
McALISTER'S
COFFEE
D.B. McALISTER COFFEE HOUSE
COFFEE ROASTERS
AND
TEA BLENDERS
FENTON
GUMMED
SEALS
F.B. THRALL & CO.
WILLIAMSPORT, PA.
Guaranteed under the
PURE FOOD AND DRUGS ACT
JUNE 30, 1906
Serial No.
9788
THIS SEAL A GUARANTEE OF
CHOICE ROASTED COFFEE
BIT
THIS SEAL A GUARANTEE
Engelhardt's
ROASTED COFFEE
PURITY
BARKLEY'S
FINE
ROASTED
COFFEES
LOS ANGELES, CAL.
DRY ROAST
BONSORS
20
COFFEES
D.F. BONSOR CO.
WRITE TO US ON YOUR
BUSINESS STATIONERY
AND WE WILL SEND
125 SAMPLES FREE
FENTON LABEL CO. INC.
506-512 RACE ST.
PHILADELPHIA, PA.
THE EAST INDIA TEA CO.
QUALITY STORES
STATEN ISLAND
THIS SEAL A GUARANTEE
COFFEE
IN THIS PACKAGE HAS BEEN SELECTED AND ROASTED BY A WELL KNOWN EXPERT
QUALITY GUARANTEED
PURITY
PURITY GUARANTEED BY PURE FOOD COFFEE CO.
217 JEFFERSON AVE. EAST
DETROIT
WHERE'S THAT QUALITY TEA SHOP IN ABERDEEN?
DELICIOUS COFFEE
ASK FOR
NEW CENTURY TEAS
PACKED AIRTIGHT
"THISTLE BRAND"
TEAS AND COFFEE
ARE THE BEST
THE GROCERS SUPPLY CO.


M·LEVY'S SONS
IMPORTERS & JOBBERS
OF
GREEN COFFEE
NEW YORK
NEW ORLEANS
SAN FRANCISCO

E-O-L-E-S Electric Coffee Mills
THE WORLD'S BEST

We would like to have every member of the **National Retail Tea and Coffee Merchants' Association** who is interested in practical and absolutely efficient equipment, send for a copy of Our New Catalogue and learn something of the dependable qualities of these wonderful machines.

Proper Grinding and Pulverizing Are Essential to Increased Consumption

We Gladly Answer All Questions

THE BRAUN COMPANY

Twenty-third and Turner Streets, Philadelphia

100% EFFICIENCY

in your packaging department if you install the

DUPLEX
Automatic Net Weigher

Saves time, labor and money

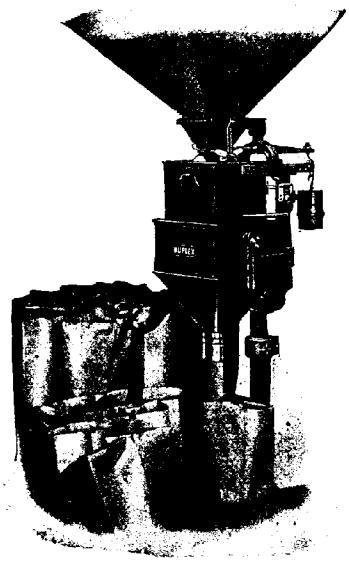
Unexcelled in

Accuracy, Speed, and Reliability

Weighs accurately all free flowing materials such as coffee, sugar, rice, cornmeal, cereal, seeds, salt, etc., at the rate of 35 packages a minute.

PRICE $150.00

THIRTY DAYS' FREE TRIAL!



E. Edtbauer & Company

1121 W. Washington Blvd. Chicago, Ill.

JULES MAES & CO., INC.

[SUCCESSORS TO
PRODUCE & WARRANT CO., Inc.

Export and Import Commission Merchants

NEW YORK
78-80 WALL STREET

NEW ORLEANS
443 GRAVIER STREET

COFFEES
ALL VARIETIES

Agents for several prominent and reliable shippers in Brazil

SUGAR

COCOA

SEEDS : NUTS : ROOTS : BEANS

And other North, Central and South American Products

GENERAL AGENCIES:

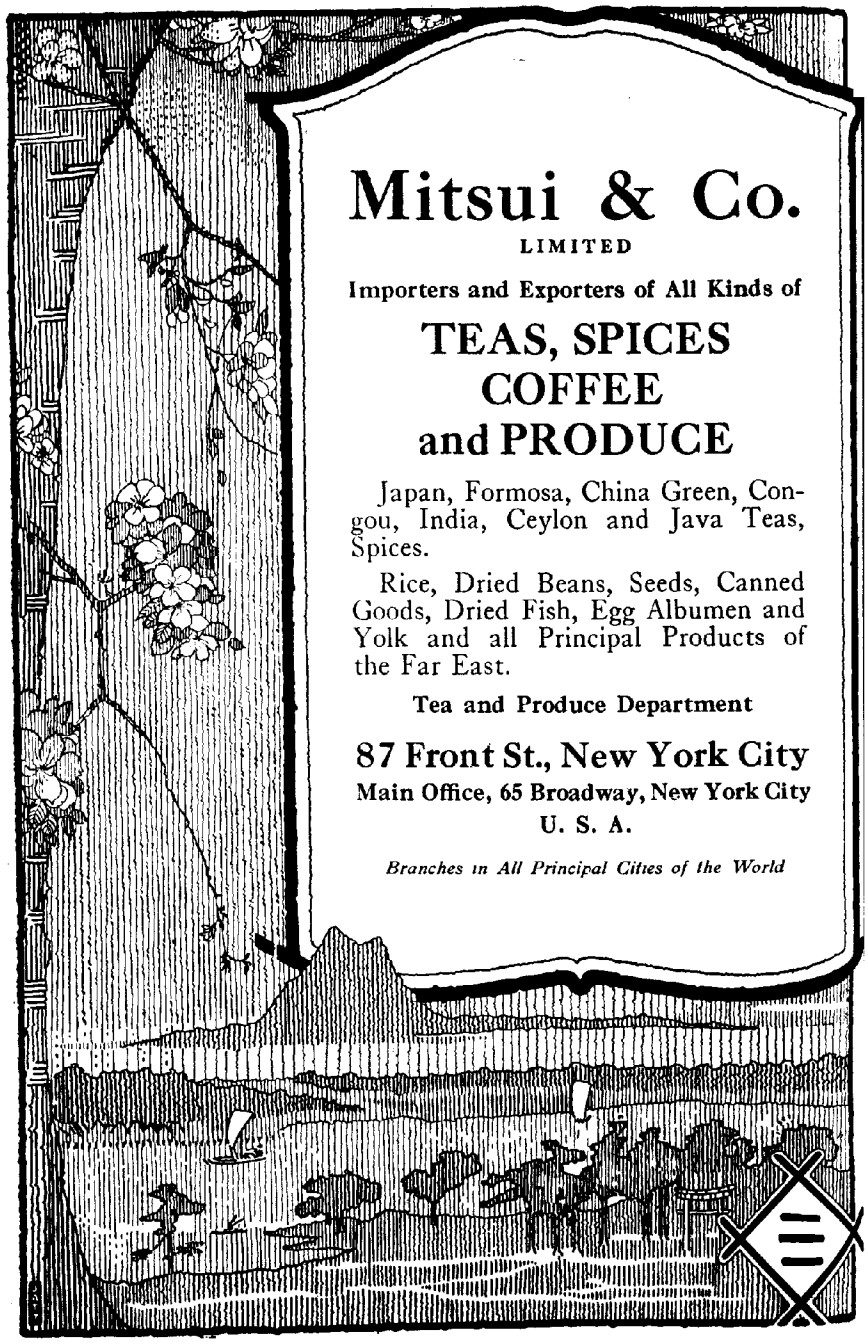
BRAZIL: SANTOS
RIO DE JANEIRO
SAO PAULO
BAHIA
PARA

ITALY: GENOA
TURIN
MILAN
TRIESTE

ANTWERP, BELGIUM
GHENT, BELGIUM
AMSTERDAM HOLLAND

LONDON, ENGLAND
BUENOS AIRES, ARGENTINA
SAN SALVADOR, C. A.

HAVANA, CUBA


Mitsui & Co.
LIMITED
Importers and Exporters of All Kinds of
TEAS, SPICES
COFFEE
and PRODUCE
Japan, Formosa, China Green, Congou, India, Ceylon and Java Teas, Spices.
Rice, Dried Beans, Seeds, Canned Goods, Dried Fish, Egg Albumen and Yolk and all Principal Products of the Far East.
Tea and Produce Department
87 Front St., New York City
Main Office, 65 Broadway, New York City
U. S. A.
Branches in All Principal Cities of the World

FIRST CROP JAPANS

We are now carrying in Chicago a fine assortment of First Crop New Japans.

The quantity is not large, but the quality is most satisfactory. We solicit your inquiry for samples.

Mitsui & Co., Ltd.

Tea Department

87 Front Street, New York City, U. S. A.

S. A. SCHONBRUNN & CO.

IMPORTERS

COFFEE TEA

ROASTERS

We offer every grade of any growth of coffee, selected from our own importations. We have many choice Garden Teas in our well assorted stock.

81-83 FRONT STREET NEW YORK

EPPENS, SMITH COMPANY

IMPORTERS AND JOBBERS

COFFEES AND TEAS

267-269-271 Washington St. 103-105-107 Warren St. 124 Front Street

NEW YORK

JAVA AND SUMATRA COFFEES

SPOT AND AFLOAT

Offering Some Choice Lots *Ask for Samples*

CARTER, MACY & COMPANY, Inc.

ESTABLISHED 1850

BRANCH OFFICES
BALTIMORE
BOSTON
CHICAGO
CINCINNATI
HARTFORD
INDIANAPOLIS
LOS ANGELES
MILWAUKEE
NEW ORLEANS
PHILADELPHIA
PITTSBURG
PROVIDENCE
ROCHESTER
SAN FRANCISCO
SEATTLE
ST. LOUIS
ST. PAUL
TOLEDO

FOREIGN BRANCHES
SHIDZUOKA, JAPAN
YOKKAICHI, JAPAN
SHANGHAI, CHINA
HANKOW, CHINA
TAIPEH, FORMOSA
COLOMBO, CEYLON
CALCUTTA, INDIA
BATAVIA, JAVA
LONDON, ENGLAND
BARCELONA, SPAIN
MELBOURNE, AUSTRALIA
SANTIAGO, CHILE
COPENHAGEN, DENMARK
MARSEILLES, FRANCE

Carter, Macy & Company
of Canada, Limited
Montreal
St. John, N. B.
Toronto
Winnipeg
Hamilton

INTERNATIONAL
TEA
MERCHANTS

The next time any of your representatives come to New York, wire or write us and we shall arrange to show them through our packing plant so they may have a better idea of our facilities for handling private brand package business.

MAIN OFFICES:

142 PEARL ST. NEW YORK

Members of the Coffee and Sugar Exchange of New York

Cable Address "Ruffwood"

Members New Orleans Board of Trade, Limited

RUFFNER, McDOWELL & BURCH, Inc.

COFFEE and SUGAR

IMPORTING AGENTS AND BROKERS

CHICAGO	NEW ORLEANS	SAN FRANCISCO
326 W. Madison St.	332 Magazine St.	153 California St.

Braunling's

Braunling Coffee Company

Importers and Jobbers of

COFFEE

Genuine Bourbons are scarce and can be bought in small quantities only from Brazil. We have them for particular buyers.

96-98 Water Street New York City

Members of New York Coffee and Sugar Exchange.

Bourbons

TEA DEPARTMENT

J. ARON & COMPANY, Inc.

COFFEE IMPORTERS

416 POYDRAS STREET NEW ORLEANS, LA.

NEW CROP TEAS

Now ARRIVING from

JAPAN-CHINA-FORMOSA

CEYLON-INDIA-JAVA

At the lowest prevailing spot prices
We are always sellers

Stocks Carried in

New York—Boston—Chicago—St. Paul
Montreal—Toronto

Before Buying Ask Our Broker to Show You Samples. Our Prices Will Interest You

Woods Ehrhard & Co.

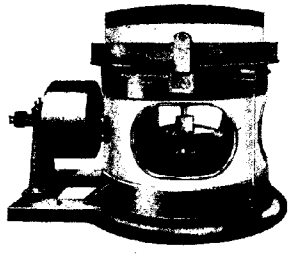
GREEN COFFEE

E V E R Y W A Y

New York

For the Manufacture of Liquid Mustard

We Are Prepared to Supply Machinery of Exceptional Merit



The Patented Iron Frame Mill which the entire trade has found so satisfactory

WE BUILD

Grinding Mills, either pulley or chain drive.
Roller Mills and Seed Crushers.
Mixing and Storage Tanks.
Pumps.
Stone Crane Equipment.
Pneumatic Air Outfits to Dress Stones.

PAUL OEHMIG & COMPANY

Builders of Specialty Equipment for Manufacturers of Food Products

1948-1954 WEST OHIO STREET **CHICAGO**

The Old Way
Unscientific—Unsatisfactory

The New Way
Sanitary—Scientific

How to Increase Tea Sales

A national co-operative tea propaganda is proposed. We hope it will materialize. There is a wonderful opportunity to increase tea consumption in the United States.

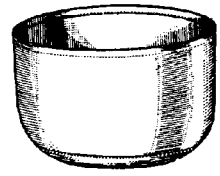
One good way to increase the demand for tea now is to make certain that tea is properly made and served in restaurants and tea rooms. Pack your tea for restaurant and tea room use in our individual tea bags and watch your tea sales grow. These bags offer the most sanitary and scientific tea brewing method.

The cuts on this page illustrate our complete line—individual cotton tea bags and coffee urn bags. We are packing these specialties for some of America's largest tea merchants. May we send you samples?

National Urn Bag Company

174-176 East 104th Street **New York**

Individual
Tea Bag



Urn Bag or
Leacher Bag

The Carnation Family —*Sister*

This little miss is Sonny's sister. Her smiling face is familiar to millions who have made their acquaintance with the Carnation Family through the advertising pages of the leading magazines.

Every month, some member of this famous family tells of the convenience, purity and economy of Carnation Milk and mentions you as the Carnation Milkman.

Watch for these attractive advertisements in The Saturday Evening Post and leading women's publications. Every time one appears that is your opportunity to link your store with the campaign and derive full benefits from the advertising.

Clip out the ads and display them in your windows or on your walls. Let your customers, who see these advertisements regularly, know that you are the Carnation Milkman.

Ask our representative or write direct to us for Carnation advertising material and selling helps. Address the Carnation Milk Products Company, 933 Consumers Bldg., Chicago, or 933 Stuart Bldg., Seattle.

Remember, your jobber can supply you

Carnation Milk

"From Contented Cows"

The label is red and white

Recent Porto Rica Experiments

proved that eight-year-old tre which yielded 205 pounds of hull coffee to an acre, increased th yield to 402½ pounds after application of

Nitrate of Soda

Valuing the coffee at 15 cents pound in Porto Rico, the use of A Phosphate and Nitrate of Soda ma each acre's yield worth $30 mo than without Nitrate.

Write for free books on coffee growin

Dr. William S. Myers
Chilean Nitrate Committee
25 Madison Ave. New Yo

Geo. F. Wiemann Co.

COFFEE

NEW YORK

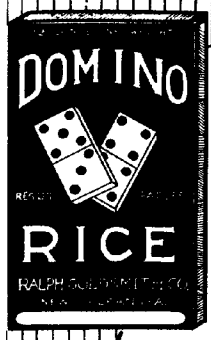
HUNT & CO.
The Oldest Japan Tea Exporting House in the Orient

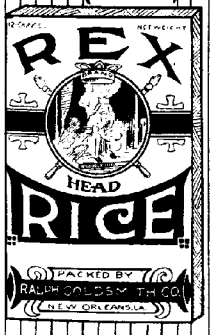
JAPAN TEA :: CHINA TEA

96 Water St., New York

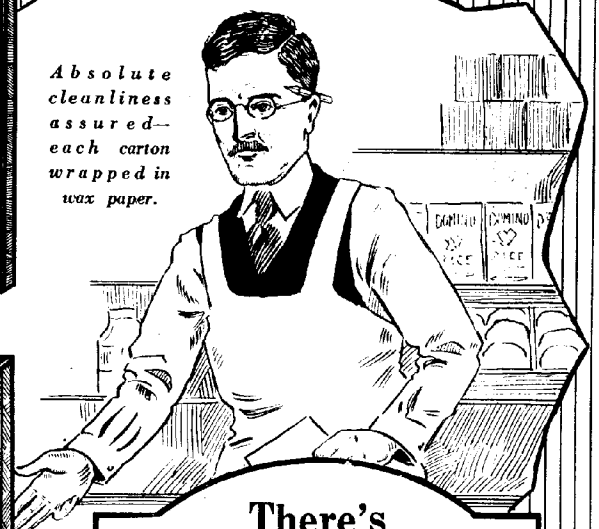
CHICAGO 222 N. Wabash Ave.
MONTREAL 3 St. Nicholas St.

Agencies in Important Cities





Absolute cleanliness assured—each carton wrapped in wax paper.



There's GOOD MONEY in these Good Brands

For years the Ralph Goldsmith Co. line of package rice has meant liberal profits, quick turn-overs, and sure repeats.

First sales are easy—the Domino, Jack Frost and Rex Brands of Rice are favorably known everywhere. Then the unusual quality, purity and absolute cleanliness of Ralph Goldsmith Co. products make repeat orders certain as sunrise.

Don't overlook the money-making possibilities of this line. Stock Domino, Jack Frost and Rex Brand Rice—now.

If your Jobber can't supply you—write us direct.

RALPH GOLDSMITH COMPANY

New Orleans, U. S. A.

COFFEE MADE SOLUBLE

The character of your blend is retained by

OUR PROCESS

Write for particulars—giving some facts regarding requirements

Soluble Coffee Company of America

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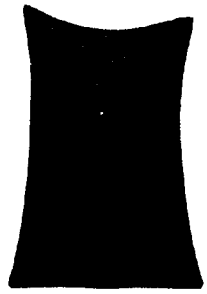

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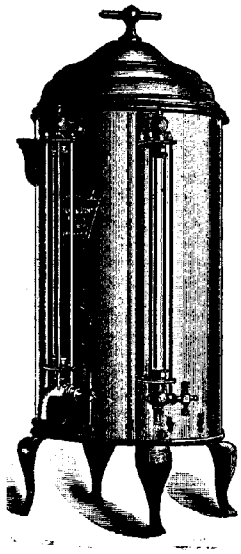

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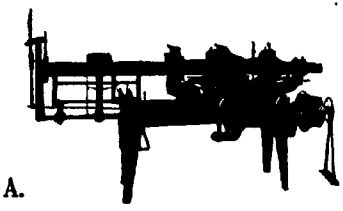

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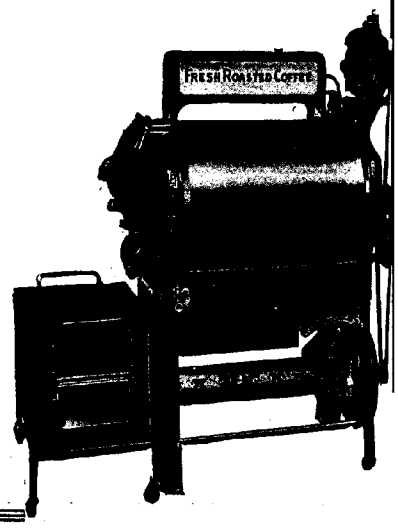

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The TEA & COFFEE TRADE JOURNAL

The Grocery Magazine De Luxe

VOL. XXXIX
No. 3

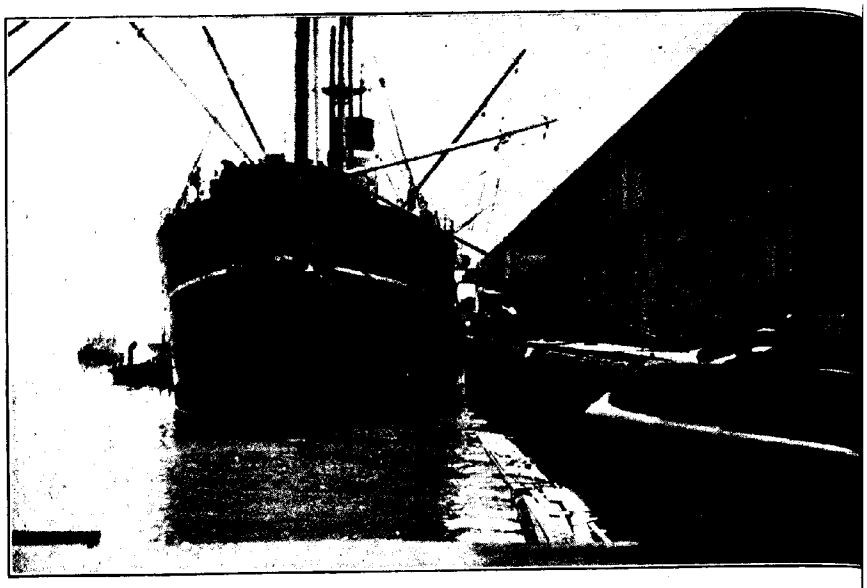
For the Tea, Coffee, Spice and Fine Grocery Trades
Published on the tenth of each month at New York

SEPTEMBER
1920

WHO'S WHO IN THE TRADE

G. B. SCHORN

President of the National Retail Tea and Coffee Merchants Association, who will preside at the Fifth Annual Convention to be held September 14-17 at Hotel Pennsylvania, New York City



THE S. S. COLUSA OF THE PACIFIC MAIL LINE BRINGING IN A CARGO OF CEYLON TEA

UNLOADING A LARGE SHIPMENT OF TEA BROUGHT IN BY A JAPANESE FREIGHT STEAMER

RECEIVING TEA SHIPMENTS AT THE DOCKS IN SAN FRANCISCO

THE TEA TRADE OF SAN FRANCISCO

¶In recent years San Francisco has been increasing in importance as a tea importing and packaging center. Since the beginning of the year 1920, over a third more tea has been brought into the United States through the Golden Gate than through the Puget Sound district, which has long ranked next to New York as the largest tea port in this country. ¶This article tells how the importers and packers are preparing for increased business, and describes some of the leading plants in San Francisco.

By Charles W. Geiger
San Francisco

SAN FRANCISCO has always been one of the leading tea ports of the United States, n recent years ranking third in volume of imorts. During the war its importance as a disributing center began to be understood, and nfluences were set to work to establish direct teamer service with the producing countries. his service proved so satisfactory that San Franiscans were loath to see it discontinued, or even reatened with extinction by foreign competion, so they have petitioned the United States hipping Board for three more vessels for use n the San Francisco-East India run.

With augmented direct steamer service the imorters here expect to offer stiff competition to e importers in the Puget Sound tea examination istrict. This year's record of imports show an Francisco giving the Puget Sound ports a

ABLE No. 1—Tea Imports, January-June, 1920

Examination District.	Pounds.
n Francisco	6,264,730
w York	25,181,033
ston	5,589,401
get Sound	4,028,377
icago	2,143,471
Paul	607,148
nolulu	151,432

ose run for second place. The figures in Table o. 2 for the twelve months ending June 30, 1920, ow Puget Sound in the lead, but it is nificant to note in Table No. 1 that San Franco has brought in over a third more tea the last six months. Table No. 3 shows the mparative records for 1917, 1918, and 1919 fiscal ars.

Some of San Francisco's Trade Advantages

San Francisco holds a commanding position on e trade routes between the producing countries d American interior consumption points, and cause of the shorter haul and correspondingly w freight rates its importers have been able to ake the city a leading distributing point for the Northwest, Middle West and Southern States. Consequently never in the history of the Pacific

Table No. 2—Tea Imports, 1919-20

(For twelve months, July 1, 1919, to June 30, 1920)

Examination District.	Pounds.
San Francisco	17,296,112
New York	37,446,114
Boston	10,961,036
Puget Sound	21,019,132
Chicago	7,135,328
St. Paul	2,480,951
Honolulu	378,939
Total	96,717,612

Coast tea business have so many Far Eastern exporters and American importers been warehousing their tea stocks in San Francisco. They find that the low ocean rates absorb a part of the higher cost of railway charges as far east as the Ohio River. In other words it is their experience that it is cheaper to ship tea from the producing countries via San Francisco to the Ohio than it is via New York to the same point.

Large tea packing concerns are tending this way. Thomas Lipton, Inc., now distributes tea to three fourths of the United States, territorially speaking, from the firm's San Francisco plant. That which is sold as far east as a line continued south from the western boundary of Ohio to the Gulf, and including all of Michigan, is imported into San Francisco and packed here for the retail trade of this immense area. In the

Table No. 3—Tea Imports Compared

	1917.	1918.	1919.
San Francisco	12,855,475	42,454,941	15,528,719
Boston	8,137,029	7,036,637	6,131,935
Chicago	16,162,102	8,220,680	9,143,276
Honolulu	378,170	290,280	384,263
New York	31,837,763	43,643,914	34,790,271
Puget Sound	32,107,891	45,586,944	46,070,625
St. Paul	4,502,728	1,450,988	1,289,446
Total	105,981,158	148,684,384	113,338,535

territory west of the line mentioned above, Lipton has twenty-one warehouses and twelve dis-

tributing centers. Previous to the establishing of the San Francisco plant in 1918, Lipton tea went via Suez Canal to London, from which point it was shipped to America for distribution.

DIRECT STEAMER SERVICE WITH THE FAR EAST

The Lipton plant at San Francisco was made possible by the establishing of the Manila-East India Line of the Pacific Mail Steamship Company, which makes direct sailings from the Golden Gate to French Indo-China, Straits Settlements, India and Ceylon. This is the first steamer route ever opened between San Francisco and India and Ceylon. The passenger and freight steamers *Colusa* and *Santa Cruz* pioneered this run, having been placed in operation in 1917, running to Manila, thence to Saigon, Singapore, Calcutta and Colombo, returning via Singapore, Saigon, Manila, Honolulu. The Shipping Board steamers, *West Sequana* and *Haleakâla,* carrying freight only, and operated by the Pacific Mail, augment the line so that there is a sailing once a month from San Francisco. The *Colusa* arrived in San Francisco a short time ago with a cargo of Ceylon tea, part of which was in transit to South America.

As previously stated, prior to the establishment of the direct service, this tea went via the Suez Canal to London from which point it was distributed to America. During the war the foreign steamers were unable to handle this trade, but now that the foreign steamship lines are putting on numerous fast steamers, the business will slip the American lines unless swift boats are put in the service. For this reason the Pacific Mail and the exporters and importers of the Pacific Coast have petitioned the United States Shipping Board for three of the "535" type 17 knot vessels.

The closing of the Suez route came at about the time that the *Colusa* and *Santa Cruz* were put on the Manila-East India route, and immediately the exporters and importers saw the great advantages of direct shipments. This advantage is illustrated by the increase of tea shipments from the Dutch East Indies, from an insignificant amount in 1914 to third and second place respectively in 1918 and 1919.

The tremendous increase in the imports of Java

DELIVERING TEA DIRECT FROM THE DOCKS TO A SAN FRANCISCO PACKING PLANT

View of the receiving department of the Hills Bros. tea warehouse, which is accounted one of the best of its kind on the Pacific Coast

tea in the year 1918 as against those of the year 1917, was in a great measure due to the fact that an embargo was placed upon the importation of Java teas in both England and Australia. The first really large shipments of Java teas were sent to the United States and arrived at a time when the principal markets were bare of Ceylon and India teas.

The great increase in the shipments of Java tea during 1917-18 would have been impossible had it not been for the direct service of the Java Pacific Line. This service was commenced in December 1915, with four freight steamers. Previous to this time the trade from the Netherland Indies to San Francisco was limited to small shipments of kapok, coffee and pepper. The trade from San

Francisco was principally in canned goods and milling machinery. The entire business did not exceed a few hundred tons a year. In 1917 and 1918 the trading relations between Holland and its colonies were largely suspended by reasons of war conditions. The normal trade route had of course been from the Indies to Europe via Suez. Subsequently, when necessity demanded it, steamers were routed by way of Cape of Good Hope. In 1917 bunker supplies were cut off on these routes and they ceased to exist as avenues of steamer communication. The trade from the Dutch East Indies sought another outlet and the United States presented itself as the logical source from which to draw merchandise and supplies. Trade sprang up overnight. The Java-Pacific line met the demand for space by adding many freight steamers, and the Dutch mail steamers, which had formerly been running between Europe and the Netherland Indies, were put on the San Francisco run.

In December, 1917, one of the Pacific Mail steamers on the Manila-East India line brought in over 4,000,000 pounds of tea from Ceylon. Before the hatches were off, C. Toohey, the United States Tea Examiner at the Port of San Francisco, had a force of men at the dock to obtain samples, and immediately the tea was loaded into waiting cars, ready for departure at the signal of release from the Customs. This shows how the teamwork of the ocean and rail carriers and the Customs service are working for the supremacy of San Francisco as a tea port. San Francisco has a national reputation for the quick and efficient handling of imports. Its docks and equipment are thoroughly modern, and there is an *esprit de corp* among the shippers and packers which is not equalled in any other American port.

Lipton's San Francisco Plant

As a tea packing center San Francisco holds a rank of first importance, and judging by the rapid expansion of facilities during the last few years the tea firms here bid fair to soon be counted among the largest in the United States.

Opened only two years ago, the Lipton plant has already outgrown its capacity and is being greatly enlarged. At the present time there are in operation two pneumatic packaging machines, each with a capacity of 16,000 cartoons of the 10c size daily. The larger containers are now packed by hand, but there are being installed two units for filling the ½-lb size cans and one for the pound size cans; each unit will have a capacity of 100 cans per minute. There will also be installed a machine for labeling all sizes of cans. On account of the inability of the private concerns to supply cans in the quantities required, a complete can-making plant is also being installed.

The Lipton plant is located on Mission street, not far from the Pacific Mail docks, and within a mile of the freight depots. The firm's own fleet of motor trucks transport the tea from the docks, and also to the railroad depots when ready for distribution. The plant occupies four floors. On the top floor are the sifter, mixers, cutters, and blenders. An electrically operated continuous lift, elevates the tea from the first to the fourth floor, and gravity conveyors deliver it to any point on the floor. The packing and can making departments occupy the second and third floors. At the present time paper shipping cases are largely used, but a box making machine is now being installed, and wooden cases will be used.

Folger & Company's Modern Plant

J. A. Folger & Co. maintain a very extensive plant at San Francisco, with a branch in Seattle to supply the Northwest; one in Kansas City to cover the Middle Western States, and another in Dallas to supply the Southern states. A buying branch is maintained at Shidzuoka, Japan, in charge of A. C. Walliser, who places all orders throughout the Orient. This gives a better opportunity to supervise the purchasing, thereby making it possible to obtain the best grade of tea.

The San Francisco plant consists of a five-story factory building of steel and brick construction, and a five-story bonded warehouse. The buildings are within a block of the Embarcadero, which is the thoroughfare that extends along the San Francisco water front, giving easy access to all the docks, and are provided with a spur track. The tea is delivered from the docks to the warehouse by bonded trucks.

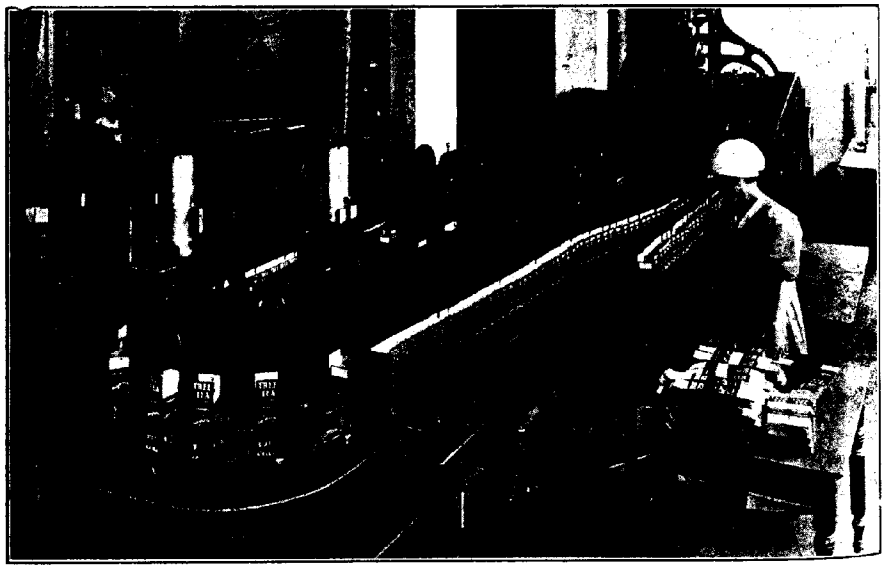
The warehouse is not only absolutely fire proof, but is so arranged that a fire on any one floor cannot spread to the others. Each floor is a separate closed unit and in order to reach the various floors in the warehouse it is necessary to use the elevators in the factory building. Each floor is ventilated by a separate flue and can be flooded with water which will run off through special openings to the sewer.

This concern states that tea package sales are increasing faster than the bulk sales. The tea is obtained from Japan, Ceylon, India, and Java.

The Brandenstein Model Plant

M. J. Brandenstein & Co. completed a reinforced concrete structure two years ago at the corner of Third and Townsend streets, which houses what is said to be the most modern and best equipped tea plant on the Pacific Coast, if not in the entire country. The building is five

THE TESTING ROOM AND EQUIPMENT OF J. A. FOLGER & COMPANY'S TEA DEPARTMENT



PACKING TEA IN THE NEW CONCRETE PLANT OF M. J. BRANDENSTEIN & CO.

VIEWS IN TWO OF SAN FRANCISCO'S LEADING TEA PLANTS

and the tea blending and packing departments occupy one entire floor, 160 feet by 180 feet. The warehouse takes up another floor of the same area. The plant is located three blocks from the Pacific Mail docks, is well provided with spur tracks, and is within a few blocks of the railroad depots, thus being ideally situated with regard to transportation facilities. All tea is delivered from the docks by motor trucks. The cases are conveyed from the trucks by an automatically operated conveyor to the storage and tea blending department. The tea is handled from the packing department to shipping floor cars and by means of spiral conveyors.

The Brandenstein blending and packing departments incorporate many special labor saving features. Each pneumatic packaging machine has a sixty-foot overhead track on which run six hoppers which makes it possible to mix six different teas without loss of time. Each hopper holds 2,500 pounds and is filled by means of specially designed electrical apparatus. There also are sixteen permanent overhead storage bins, each of equal capacity. All the blending and packing equipment is kept clean of tea dust by means of compressed air working on the vacuum cleaner principle. As a further guarantee of clean tea each female employee is supplied with freshly laundered caps and aprons. The male workers wear washable semi-uniform outfits.

On the top floor of this plant the management has installed recreation facilities for employes. There is a beautiful tea room and a cafeteria, food being served at absolute cost price. At noon there is dancing and entertainment. Employes seeking recreation and lunch are handled in three shifts, about 200 at a time. The ceiling and chairs of the tea room are of bamboo; the color scheme and decorations were done by one of the foremost interpreters of Japanese art. A special rest room for ladies is equipped with couches.

San Fancisco has other large tea packing plants which have shown increased sales during the past few years and are looking forward to a further expansion of business as the world gets back to normal conditions. Notable among these houses are Hills Bros., A. Schilling & Co., and the Jones-Thierbach Co., all of which maintain extensive plants for storing and packing tea.

Most of the smaller importers and packers utilize the storage facilities offered by public warehouses, with which San Francisco is amply supplied. One of the leading storage places is the large fireproof warehouse conducted by the Hasler Warehouse Company, near the Southern Pacific and Santa Fe freight depots and in close proximity to the docks.

COFFEE IN THE EAST INDIES

Robusta Now Far Exceeds Arabica in Production, and the American Demand for It Is Growing

By John S. Fowler,
U. S. Trade Commissioner

ACCORDING to statistics issued in September, 1919, by the Dutch East Indies Government, there were 144,663 hectares (357,469 acres) planted to coffee in the Dutch East Indies. Of this area 120,910 hectares (298,774 acres), representing 83½ per cent of the total, were in Robusta; 8,005 hectares (19,780 acres), or 5½ per cent, in Java (Arabica); 6,567 hectares (16,228 acres) or 4½ per cent, in Liberia; and the remainder, 9,181 hectares (22,687 acres) in various minor varieties.

Robusta plants were introduced in Java in the year 1900, after Java and Liberia coffees had become so badly infected with the prevailing leaf disease that the cultivation of coffee was in great danger of being abandoned. At about the same time a new shade tree (lamtoro) was found to take the place of the "dadap" tree which had been used formerly, but which had suffered from disease. Since then the planters have given more and more attention to Robusta.

Robusta Coffee and the American Trade

Before the war most of this coffee went to Europe, very little of it finding a market in the United States, and even during the war American dealers bought reluctantly. Buyers from the United States are now in the Soerabaya market, and there seems to be an American demand opening up for this coffee.

Java coffee (Arabica) is today the second in point of acreage, as it is in export. This variety was driven out of the lowlands by disease, but in the higher levels, 3,600 feet and slightly higher, it resists disease and is found to be a profitable crop. One planter in East Java states that at these altitudes it is more profitable than rubber, and the rubber trees are used for shade, while coffee is the primary crop.

Liberia Coffee Losing Favor

Liberia coffee has suffered heavily from the leaf disease that drove Java coffee from the lowlands, and this variety is not growing in favor with the planters. In the early years of its introduction it was hoped that Liberia would resist these diseases, but it was soon shown that in

most districts it was as much if not more vulnerable than the Java variety.

Excelsa coffee, which was discovered in Africa in 1905, is related to Liberia, but resists the leaf diseases well and stands long droughts and heavy rains. It is growing in favor with the planters, as it produces abundantly and is of a quality that is acceptable in the markets.

A few varieties are as yet in the early stages of adaptation to Java's climate and soil conditions. There are also many varieties being grown in the Government's experiment gardens, and the division of plant breeding of the Department of Agriculture of the Dutch East Indian Government is confident that ample preparation has been made to meet any emergency that an unexpected growth of coffee diseases may develop.

Production Statistics

The following figures cover the production of 1918 and 1919 with an estimate for 1920. These figures are unofficial, having been compiled by brokers and other business men of Soerabaya vitally interested in the trade, but they are generally accepted as the best available data on the subject. The method used in securing them was circularization of the plantations and checking the replies with the past performance of each plantation, and taking into consideration the new areas brought into production.

The reliability of the estimate is indicated by the fact that the 1919 crop fell below the estimate for that year by only about 17,000 piculs (picul = 136 pounds), or 2 per cent, although, of course, there was a greater deviation with respect to each particular kind.

Regions.	Liberia. *Piculs.*	Liberia Sorts. *Piculs.*	Java. *Piculs.*	Robusta. *Piculs.*	Robusta Sorts. *Piculs.*	Total of All Kinds *Piculs.*
CROP OF 1918.						
West Java	3,249	9	2	15,746	36	19,04
Middle Java	11,051	1,100	860	72,068	476	85,55
East Java	2,851	8,380	35,889	671,127	14,055	732,30
Government estates	336	.....	5,831	39.045	.....	45,21
Total Java	17,487	9.489	42,582	797,986	14,567	882,11
Sumatra	2,154	578	68,686	121,204	993	193,61
Celebes and Bali	1,183	.....	75,001	2,643	12	78,83
Total Dutch East Indies..	20,824	10,067	186,269	921,833	15,572	1,154,56
CROP OF 1919.						
West Java	1,360	5	15	14,041	.....	15,45
Middle Java	3,433	1,570	736	33,836	56	39,63
East Java	337	5,802	37,045	457,125	1,084	501,39
Government estates	2	.....	19,352	10,668	.....	30,02
Total Java	5,141	7,377	57,148	515,670	1,140	586,47
Sumatra	4,707	1,037	25,735	204,019	70	235,56
Celebes and Bali	817	.....	75,298	3,210	1	79,32
Total Dutch East Indies..	10,665	8,414	158,181	722,899	1,211	901,37
ESTIMATE OF 1920 CROP.						
West Java	3,498	80	13	12,579	.....	16,17
Middle Java	5,959	2,318	270	67,321	130	76,19
East Java	528	5,039	20,165	410,680	1,290	437,70
Total Java	9,985	7,437	20,488	490,780	1,420	530,07
Sumatra	6,710	1,425	25,320	285,516	100	299,07
Celebes and Bali	2,200	5	75,175	4,430	5	81,81
Total Dutch East Indies..	18,895	8,867	120,943	760,726	1,525	910,95

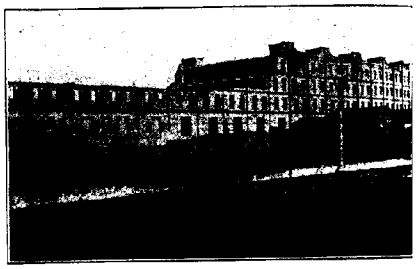
INDIA NEEDS TEA WAREHOUSES

Scarcity of Storage Facilities in Ports Forces Traders to Hold Tea on the Gardens in Improvised Sheds

By R. P. Anderson

Calcutta

IN common with the scarcity of accommodations everywhere, as the outcome of cessation of all building operations during the war, the tea trade in India is suffering from want of adequate accommodations. About 80% of the largest producing areas of Assam and Bengal passes through Calcutta and the remainder through the neighboring smaller port of Chittagong, but tea has now to be held up on the gardens in improvised sheds as the ports absolutely refuse to receive it for storage. The quality of tea does not improve by



An Unfinished Tea Warehouse in Calcutta

Started in 1908 at Hide Road, the building is still only half completed because of the scarcity of building materials.

increase in tropical climes, and it is to be regretted that planters are not curtailing output or endeavoring to produce less tea but of better quality. Good common tea, which has cost 1s. to manufacture and place in London, is selling there in public auction at 4d per lb.

In 1906 a large four-storied building was erected at Kidderpore, Calcutta, near the docks, for the accommodation of sale tea i. e. for tea to be sold in Calcutta auctions. It is capable of storing 100,000 chests and has an area of 304,000 sq. ft. In 1908 it was decided to build a duplicate warehouse at Hide Road, but the war interrupted the work and only a portion of the building is in use. Its completion, which would relieve the situation somewhat, is a remote possibility as the girders and other material cannot even now be obtained from Britain.

The tea crops of northern India are increasing yearly and the problem of storage becomes acute. A method of endeavoring to clear the warehouses of sold tea has been tried by imposing a penalty rent showing an increase of 400% over previous rental charges in force for many years, but it has not the desired effect. Buyers still have to grin and bear the extra charges, for they cannot store the tea elsewhere, were they in mind to do so.

THE ROBUSTA-JAVA LABEL CASE

(From a Staff Correspondent)

Washington, D. C., Aug. 11, 1920.—The Robusta-Java coffee problem which has been put up to the Bureau of Chemistry, Department of Agriculture, for solution has apparently developed into a fight among handlers of high and low grade coffee. On the one hand the importers of high grade coffees are claiming that it is unlawful to sell Robusta-Java under a Java label because the average purchaser thinks that this is the genuine Java Arabica coffee, while on the other hand the importers of lower grades are holding that this is entirely lawful.

Officials of the Bureau of Chemistry refuse to discuss the case at the present time, owing to the fact that its representatives are still investigating the subject. It is believed, however, that some decision will be announced in September.—Lamm.

BRAZIL'S COFFEE CROP IN 1920-21

The French-Italian bank of Rio de Janeiro estimates that the Brazil coffee production in 1920-21 will be 7,893,000 bags. An average of 75 kilos per 1,000 trees is expected, as compared with 405 kilos for the last crop.

TEA REPORT FOR 1919-20

Statistics Showing the Quantities and Varieties Passed and Rejected During the Last Fiscal Year

THE annual statistical tea report for the fiscal year ended June 30, 1920, just issued by George F. Mitchell, Supervising Tea Examiner, shows that the volume of imports into the United States during the period were some 26,000,000 pounds less than in the preceding period, and nearly 52,000,000 pounds less than in the 1917-18 fiscal year. The volume of imports have dropped back to the level preceding the war.

Another outstanding feature of the report is the record low-mark for rejections, 145,246 pounds, as compared with 1,420,568 pounds in 1918-19, 2,354,277 pounds in 1917-18, and 954,425 pounds in 1916-17.

The various kinds and quantities passed and rejected is given in the following table:

Teas Passed and Rejected in 1919-20

Variety.	Pounds. Passed.	Pounds rejected for impurities.	Pounds rejected for quality.
Formosa Oolong	14,831,978	....	520
Foochow Oolong	13,930	....	...
Congou	2,049,583	....	1,370
India	13,621,080	....	1,678
Ceylon	24,684,314	....	17,776
Blnd. Cey. & In.	5,950	....	...
Java Sumatra	6,130,152	....	562
Ceylon Green	278,344	....	...
Ping Suey Green	8,300,524	1,592	706
Country Green	2,030,347	....	...
Japan	22,566,748	....	2,333
Japan Dust	1,534,036	....	42,140
Capers	975	....	...
Sentd. Or. Pekoe	15,227	....	...
Scented Canton	305,889	....	...
Canton Oolong	190,894	....	47,338
Brick Tea	.....	....	26,671
Japan Congou	157,188	....	...
Ceremonial	9	....	...
Formosa & Java Blend	.....	....	2,560
Flowery Pekoe	444	....	...
Total	96,717,612	1,592	143,654

This table shows the quantities passed and rejected, and why rejected, in the seven tea examination districts of the United States, and indicates the relative importance of each district.

Tea Imports by Examination Districts

	Pounds Passed.	Pounds rejected for impurities.	Pounds rejected for quality.
Boston	10,961,036	....	7,410
Chicago	7,135,328	....	1,120
Honolulu	378,939	....	2,632
Puget Sound	21,019,132	....	72,464
St. Paul	2,480,951	....	...
San Francisco	17,296,112	....	45,742
New York	37,446,114	1,592	14,286
Total	96,717,612	1,592	143,654

According to the following table of monthly

A COMPARISON OF TEAS IMPORTED THE LAST FOUR FISCAL YEARS

Kinds of Tea.	Pounds 1917.	Per cent. of total 1917.	Pounds 1918.	Per cent. of total 1918.	Pounds 1919.	Per cent. of total 1919.	Pounds 1920.	Per cent. of total 1920.
Green	45,333,340	42.77	46,665,737	31.39	46,289,254	40.84	34,756,779	35.88
Oolong	21,317,813	20.11	19,062,635	12.81	20,247,454	18.36	15,390,549	15.89
Black	39,330,005	37.11	82,956,012	55.79	46,239,508	40.79	46,715,530	48.23
Total	105,981,158		148,684,384		113,338,535		96,862,858	
THE COUNTRIES OF PRODUCTION								
Ceylon and India	28,632,215	27.02	44,395,552	29.86	18,458,221	16.29	38,609,142	39.86
China	20,375,569	19.23	23,693,932	15.94	11,075,854	9.77	12,985,490	13.41
Japan and Formosa	54,833,093	51.74	52,816,298	35.19	57,652,159	50.87	39,134,952	40.40
Java and Sumatra	2,140,281	2.02	28,278,602	19.02	26,152,301	23.07	6,133,274	6.33
Total	105,981,158		148,684,384		113,338,535		96,862,858	
TEAS EXPORTED FROM THE UNITED STATES								
	625,315		3,936,007		15,144,805		6,654,616	

examination of teas for admittance to this country, the largest quantity was brought in during December, 1919, and the smallest in May, 1920.

MONTHLY RECORD OF TEAS EXAMINED

Month.		Pounds. Examined.
July,	1919	6,639,350
August,	1919	7,419,477
September,	1919	8,448,981
October,	1919	10,196,128
November,	1919	9,668,357
December,	1919	10,488,973
Month.		**Pounds. Examined.**
January,	1920	8,109,851
February,	1920	7,607,855
March,	1920	7,480,073
April,	1920	6,335,431
May,	1920	4,788,872
June,	1920	9,679,510

This table shows how imports fluctuated during the last eight years, and last year fell to almost pre-war levels.

COMPARISON OF LAST EIGHT FISCAL YEARS

Fiscal Year.	Pounds Examined.	Pounds Rejected.	Per Cent Rejected.
1913	95,539,667	1,461,787	1.53%
1914	92,180,460	841,595	0.9%
1915	95,306,854	948,475	0.9%
1916	109,536,526	1,768,573	1.614%
1917	105,981,158	954,425	0.9%
1918	148,684,384	2,354,277	1.58%
1919	113,338,535	1,420,568	1.25%
1920	96,862,858	145,246	0.15%

The rejection figures given in the foregoing tables indicate those made by the tea examiners and not the final rejections made by the United States Board of Tea Appeals.

TEA LAW CHANGE DELAYS IMPORTS

(FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., Aug. 16, 1920.—Since the change of administration of the tea law from the Treasury Department to the Department of Agriculture, some delays have been encountered, it is understood, in connection with the tea chop list and release permits. This delay has been occasioned by the fact that custom officials require an OK by a customhouse officer and inasmuch as the tea examiners of the various ports are now out of the customs service, they are not qualified to pass on the reports. However, assurances are made here that this trouble will be adjusted at once.—LAMM.

A BRAZIL COFFEE FORECAST

The Sao Paulo Agriculture Officials Estimate That the 1920-21 Crop Will Approximate 8,618,000 Bags

ACCORDING to announcement made publ on August 13 by the Consul General Brazil in New York, the Bureau of Industry Commerce, of the Department of Agriculture the State of Sao Paulo, estimates that the coff crop of 1920-21 will be 8,618,000 bags. The Co sul's statement continues:

In the zone of Mogyana, which was the lea damaged by frost in 1918, the crop appears to richer. The experts state that the damage caus by the frost has almost totally disappeared, a in many portions of the state the damaged tre will bear fruit this year. Nevertheless there is shortage of workers which prevents the crop fr being very abundant, being, however, 60 per ce bigger than the last one.

The consumption in the year 1919-1920 reach 19,405,000 bags for the whole world and this a sorbed all the stock of coffee then existing. It a general opinion that the production for this ye will be easily consumed.

ESTIMATE FOR THE COFFEE CROP 1920-21.

Zone of Paulista R.R.	3,700,000	
" " Mogyana	2,942,500	
" " Sorocabana R.R.	1,110,000	
" " Central R.R. & Ingleza	438,000	
Total for Sao Paulo		8,190,50
Coffee from Minas	597,500	
" " Parana	40,000	
		637,50
		8,828,00
To be deducted—coffee that goes to Rio de Janeiro	80,000	
Consumption of the Capitol	130,000	
		210,0
The crop at the port of Santos		8,618,0

ADVERTISING AND RAILROADS

Showing the Close Relationship Between Transportation Conditions and Advertising*

By William B. Colver
Member of the Federal Trade Commission

THE theory and practice of the art of advertising needs neither bouquets nor explanation. It has been demonstrated as to its power, its usefulness and its economy in the public interest so that it no more needs explanation, interpretation or laudation than does the law of gravitation. I am going to try to show, however, the very direct and intimate relation which advertising has to transportation. . . .

Since 1916 you have heard a continual clamor about "car shortage" and that is taken to mean that there are not enough cars and that the poor, starved railroads ought to have more cars. The fact is that if the available open-top cars, after liberal allowance to other industries requiring such cars had been made, were loaded with coal and moved at canal boat speed, being allowed 20 days for a round-trip and being allowed shop-time for repairs in excess of the requirements of experience, there are enough cars now on the tracks to move all the coal that this country could possibly use and have a surplus equipment which would take care of over 50 million additional tons, or nearly a 10 per cent. over-load factor of safety.

The Contingent Factors

Without coal how can goods be made? Without coal how can goods be distributed? Without distribution how can goods be delivered? Without delivery how can demand be satisfied by supply? Without the satisfaction of demand by supply how can advertising show results? Who is going to buy advertising unless he knows he is going to get results? That seems to put you gentlemen on the freight train. . . .

So far as I know, there is just one thing upon which both the believers in private ownership of railroads and the believers in Government ownership of railroads fully and absolutely agree. It is that maximum efficiency can only be had from the railroads of the country if these railroads are one operating unit.

So long as the railroads are operated separately, with separate ownership of motive power and rolling stock, no railroad, not even the richest one, can operate profitably and with reasonable rates if it has to supply itself with a motive power and rolling stock equipment capable of taking care of its peak load.

For Unit Handling

The great commodities of the country are produced and consumed seasonally and sectionally. No one knows that better than the advertising expert. When the railroads are operated separately, there are stated times in the year when much of the equipment of each road lies idle and there are other times and seasons in the year when all its equipment falls far short of the requirements of the traffic of any given road. The rolling stock, and more especially the motive power equipment, under separate operation, is divided up into water-tight compartments. If the Government is to supply the credit for great increase in the number of locomotives and cars and if the millions and millions of dollars which have been set aside for that purpose are employed by treating the railroads as separate operating entities, in the end no road will have, or can afford to have, a complete and adequate equipment and we will only have put, out of the public purse, a little more in each water-tight compartment with a very fair chance of having accomplished nothing more than an addition to seasonal and regional congestion.

If the Government is to aid the railroads in obtaining more locomotives and more cars, it would seem to me that the interest of the public and of the roads would best be served by having this additional and Government-supplied equipment handled as a unit so that it may be mobilized in those sections of the country where seasonal movements of freight are on.

If the ghastly transportation tangle were cleared up, advertising would still have remaining in its path an obstacle which it must surmount, or better still remove, before it can reach a 100 per cent. delivery of results—which is its end and aim. It would have to meet and overcome an unreasonable, unhealthy and indecent price structure before it could return full results to the advertiser.

So then, advertising and advertising men should be and must be, interested in the subject of taxation

Advertising and Taxation

We have had a perfectly good war and now we must arrange to pay 30 or 40 billions of dollars for it. If the burden of paying that debt is laid upon business, and if we are to continue to tax industry, effort, energy and productivity, then those taxes and all of them, are going to be reflected back into sales prices which the con-

*Excerpts from an address before the Washington Advertising Club.

sumer must pay before advertising can deliver results. If, on the other hand, we should choose to tax idleness and inaction and failure to produce, we should cease to penalize productive effort and to give bonuses to speculation and to disuse. That would be distinctly good for advertising.

Let us look at some of these taxes. The excess profits tax was never a revenue measure and it is a penalty upon economy, upon conservative capitalization and upon quantity production. It is one of the cornerstones in the present intolerable price structure. It is passed on and multiplied step by step and turn-over by turn-over each time disguised, and the disguise in the end costing you and me and all the rest of us as consumers, many times more than the tax itself.

We hear talk of increasing the percentages in the upper brackets of the income tax schedule, especially with reference to raising another billion or two or three to provide a general soldier bonus. It is quite easy and extremely popular to say "tax the rich." But what we are actually doing, now, is to tax the capital of the rich out of productive enterprises and into non-productive. As the law stands, a man with a $20,000 income can invest in state or municipal bonds, non-taxable, at 4½ per cent. and with practically no risk, while to net the same rate of income any investment in industry or trade must yield him

COFFEE'S STATISTICAL RECORD SINCE THE YEAR 1883

These figures show the total crops in all producing countries, the imports into the United States and Europe, the world's visible supply at stated periods and the prices on the New York market at the beginning of each fiscal year (July 1 to June 30). Crops, imports and visible supply are given in bags, while prices are in United States cents. The figures were compiled by Westfeldt Brothers, New Orleans.

	Crops.			Deliveries.					
Fiscal Year.	Rio and Santos.	Other Countries.	Total.	Europe.	United States.	Total.	Visible Supply July 1.	No. 7 in N. Y. July 1.	Santos 4s in N. Y.
1883-84	5,047,000	4,526,000	9,573,000	6,774,000	2,635,000	9,409,000	5,398,000	8¼c	...
1884-85	6,206,000	4,004,000	10,210,000	7,388,000	3,169,000	10,557,000	5,051,000	7⅛c	...
1885-86	5,565,000	3,505,000	9,070,000	7,198,000	2,938,000	10,136,000	3,985,000	8¼c	...
1886-87	6,078,000	4,106,000	10,184,000	7,363,000	2,672,000	10,035,000	4,134,000	16⅞c	...
1887-88	3,033,000	3,214,000	6,247,000	5,888,000	2,164,000	8,052,000	2,329,000	13½c	...
1888-89	6,827,000	3,672,000	10,499,000	6,589,000	2,659,000	9,249,000	3,579,000	14½c	...
1889-90	4,260,000	3,965,000	8,225,000	6,716,000	2,704,000	9,420,000	2,384,000	17½c	...
1890-91	5,358,000	2,886,000	8,244,000	6,046,000	2,673,000	8,719,000	1,909,000	17⅜c	...
1891-92	7,397,000	4,453,000	11,850,000	6,392,000	4,412,000	10,804,000	2,955,000	17⅞c	...
1892-93	6,203,000	4,887,000	11,090,000	6,457,000	4,389,000	10,945,000	3,100,000	16⅝c	...
1893-94	4,309,000	5,307,000	9,616,000	6,272,000	4,298,000	10,570,000	2,146,000	16½c	...
1894-95	6,707,000	5,473,000	12,180,000	6,816,000	4,305,000	11,211,000	3,115,000	15¾c	...
1895-96	5,476,000	5,140,000	10,616,000	6,804,000	4,330,000	11,143,000	2,588,000	13c	...
1896-97	8,680,000	4,966,000	13,646,000	7,171,000	5,088,000	12,250,000	3,975,000	7⅜c	...
1897-98	10,561,000	5,481,000	15,942,000	8,535,000	6,036,000	14,571,000	5,436,000	6¼c	...
1898-99	8,771,000	5,473,000	14,244,000	7,798,000	5,682,000	13,480,000	6,200,000	6c	...
1899-00	8,959,000	5,653,000	14,612,000	8,937,000	6,035,000	14,972,000	5,840,000	8⅞c	...
1900-01	10,927,000	4,431,000	15,358,000	8,486,000	5,844,000	14,330,000	6,868,000	6c	...
1901-02	15,439,000	4,470,000	19,909,000	8,853,000	6,663,000	15,516,000	11,261,000	5¼c	...
1902-03	12,314,000	4,290,000	16,504,000	9,118,000	6,847,000	15,965,000	11,900,000	5 3-16c	...
1903-04	10,408,000	6,186,000	16,594,000	9,280,000	6,853,000	16,133,000	12,361,000	7 1-16c	...
1904-05	9,968,000	5,099,000	15,067,000	9,475,000	6,687,000	16,163,000	11,265,000	7¾c	...
1905-06	10,227,000	4,782,000	14,909,000	9,934,000	6,807,000	16,741,000	9,636,000	7⅞c	...
1906-07	19,654,000	4,653,000	24,307,000	10,502,000	7,042,000	17,544,000	16,399,000	6⅝c	...
1907-08	10,283,000	4,969,000	15,252,000	10,482,000	7,043,000	17,525,000	14,126,000	6¼c	...
1908-09	12,419,000	4,945,000	17,364,000	11,129,000	7,520,000	18,649,000	12,841,000	7⅜c	...
1909-10	14,944,000	4,032,000	18,976,000	10,811,000	7,287,000	18,098,000	13,720,000	8 15-16c	...
1910-11	10,548,000	4,311,000	14,859,000	10,493,000	7,015,000	17,508,000	11,079,000	13⅛c	...
1911-12	12,491,000	4,962,000	17,453,000	10,712,000	6,763,000	17,475,000	11,048,000	14¾c	15⅞c
1912-13	11,458,000	4,600,000	16,058,000	10,145,000	6,676,000	16,821,000	10,285,000	9½c	12c
1913-14	13,825,000	5,776,000	19,601,000	11,027,000	7,545,000	18,572,000	11,302,000	8⅞c	12⅛c
1914-15	12,867,000	4,641,000	17,508,000	13,368,000	8,101,000	21,378,000	7,523,000	7¼c	9⅝c
1915-16	14,992,000	4,764,000	19,756,000	11,050,000	8,834,000	19,884,000	7,328,000	9⅛c	10¼c
1916-17	12,112,000	4,579,000	16,691,000	5,171,000	9,046,000	14,217,000	7,793,000	9⅛c	10c
1917-18	15,127,000	3,720,000	18,847,000	6,209,000	8,624,000	14,833,000	8,783,000	8½c	11c
1918-19	9,140,000	4,500,000	13,640,000	6,073,000	8,994,000	15,067,000	7,173,000	23¼c	28c
1919-20	6,700,000	7,681,000	14,381,000	7,047,000	9,683,000	16,730,000	6,909,000	13¼c	21c

1914-15 to 1918-19, inclusive, largely estimated as to European figures and consequent visible supply.

ANALYSIS OF U. S. COFFEE IMPORTS IN THE LAST THREE YEARS

(For the fiscal years ending June 30)

	1917-18		1918-19		1919-20	
Imported from	Quantity Lbs.	Value	Quantity Lbs.	Value	Quantity Lbs.	Value
Central America	166,292,751	$16,433,109	158,343,135	$18,496,027	147,750,324	$27,934,92[illegible]
Mexico	31,118,513	3,336,131	21,963,490	3,417,612	24,525,125	5,176,38[illegible]
West Indies	30,240,917	2,763,433	57,024,026	7,622,603	33,140,436	7,036,7[illegible]
Brazil	743,958,456	60,890,926	571,921,573	76,425,701	852,289,222	191,101,53[illegible]
Colombia	112,159,390	13,108,462	121,416,418	18,644,354	180,934,461	40,736,461
Venezuela	50,122,484	5,351,110	85,007,646	14,085,669	93,304,071	22,008,2[illegible]
Aden	....	....	762,594	120,277	702,007	169,46[illegible]
Dutch East Indies	4,687,538	739,838	13,583,963	1,980,663	59,749,829	11,360,55[illegible]
Other countries	5,310,840	435,527	16,006,429	2,296,713	21,832,688	5,177,49[illegible]
Total	1,143,890,889	$103,058,536	1,046,029,274	$143,089,619	1,414,228,163	$301,701,57[illegible]

5½ per cent.—to say nothing of the element of risk. The man with $500,000 income must receive 9½ per cent. from his productive investment in order to be able to pay his tax and yet net the 4½ that the non-taxable offers him. The $100,000 income must earn 10¼ per cent. and the $50,000 income must earn 15 per cent. in order to net the sure 4½ per cent. that the non-taxable state and municipal bonds pay.

Do these roads lead toward quantity production with lowered costs and prices and useful employment for every man and every dollar? Or do they lead to an orgy of public expenditures and a steady reduction of production?

I am for public works but only when we can afford them and only in a reasonable proportion to the total national expenditure. I would rather see a new factory built in a town than a new postoffice or a new city hall. I would rather see a new silo than a new concrete culvert. I am for good roads but I would rather see the good road run from a mill to a freight depot than from the sheriff's office to the cemetery.

U. S. CHEMISTS TO HELP TRADE

Bureau of Chemistry Opens Office to Help Apply New Chemistry Discoveries to Business

(Special Correspondence)

Washington, D. C., August 16, 1920.

COMMERCIAL and industrial concerns will be helped to apply new discoveries and processes developed by chemists in the United States Department of Agriculture, by the Office of Development Work just created by the Secretary of Agriculture in the Bureau of Chemistry.

The staff of the new service will be made up of engineers rather than chemists. David J. Price, chief engineer in the dust-explosion investigations conducted by the Department, will be in charge.

Dr. Carl L. Alsberg, chief of the Bureau of Chemistry, in a letter to the Secretary of Agriculture stated that such a service is urgently needed to translate the work of the Bureau's chemists into terms that could be understood and applied by the manufacturer. Every year valuable discoveries are made concerning the utilization of manufacturing waste, or a new food is found, or a dye, glue or preservative. Without the service of a business office such as is now provided, the value of these discoveries is greatly reduced through the discoverer's inability to present his proposition in terms which the business man can understand, and the public runs the risk of losing a much needed material. Under the new organization the engineers will look after the product as soon as it has passed the experimental or laboratory stage and will prepare estimates for the convenience of the manufacturers.

Mr. Price and his associates will furnish data upon raw material supply, cost of production, and the uses to which a product is adapted—in short, they will provide an unbiased practical prospectus to show the public exactly what may be expected from the new material or process on a quantity-production scale. It is believed that this cooperation will develop many neglected sources of public and private profit. B. R. W.

CINNAMON IN CEYLON

How It Is Grown and Prepared for Market —Little of the Pure Article in Stick Form Comes to the U. S.

ALTHOUGH cinnamon is produced in various parts of the Tropics, the best quality is produced in Ceylon, according to an article in the "World Salesman." Owing to its peculiar climatic conditions, Ceylon is particularly adapted to the growing of the cinnamon tree, which requires an annual rainfall of 85 to 100 inches and an average temperature of 85 degrees. The tree has a very long life and has often been known to obtain the height of 40 feet. Every second year the shoots are cut from the tree, four to seven usually being obtained.

After being subjected to a process of sweating the bark is peeled from the shoots and then softened to remove the outer skin. This outer skin is of second quality, the middle section being first, and the inner and thicker section of the bark the third quality. The pieces of bark are turned concave side downward to dry and in drying contract taking the form of rolls or quills, the smaller ones being fitted into the larger ones, making what are known as "pipes" of about 3 feet in length. These are then packed into bales for shipment.

Little of pure cinnamon in stick form is consumed in the United States, the greater part going to the Latin countries—Spain, Mexico, Central and South America—in which countries it is used in preparation of various foods. Cinnamon and cassa are ground and appear on the market as ground cinnamon. Cinnamon oil, which is quite extensively used in perfumes and medicines, is chiefly made in Ceylon from inferior pieces of bark, chips, and broken quills.

TEA CULTURE IN INDO-CHINA

Some Late Facts About Planting and Manufacture, With Analyses of the Different Varieties Produced

By P. Eberhardt
Hanoi-Haiphong

THE species cultivated throughout Indo-China is the *Thea chinensis Sims* (*T. sinensis* Linné), but there are many varieties. This may be explained by the variety of soils in which the crop is grown, as well as by differences in latitude and, consequently, weather conditions, which influence the development of the species (between 8° and 25° northern latitude.)

Pierre describes five varieties of *Thea chinensis.—Bohea, viridis, pubescens, cantonensis* and *assamica.* The author Itemporary chief of the Economic Service of the General Government of Indo-China1 believes there are others, but this can only be decided by a close botanical study of cultivated and wild plants from the five parts of the Union. Samples should be collected all over Indo-China for this investigation, the result of which the author hopes to present to the Tea Congress to be held in Java in 1921.

Native Cultivation

The districts of Indo-China in which tea is most grown are, in order of importance, Tonkin, Annam and Cochin-China. Methods are very rudimentary everywhere. The greatest mistake the natives make is to plant tea in low land though the species prefers mountain districts. The slopes and table-lands of the Annam Chain, from north to south of the peninsula where the species grows wild, is admirably suited to this crop which would make all this mountain district more healthy.

The native's methods are the same everywhere. As he has not yet been persuaded to start nurseries he sows in the field, putting two or three seeds together in holes 23 to 32 inches apart. When germination is over only the strongest of the three plants is left, the other two being uprooted. Practically no care is given the plants, only weeding is practiced and the great hardiness of the plant makes this sufficient. Neither pruning nor topping are carried out. Picking begins, as a rule, when the plant is three years old, and is generally so rough that the plant is entirely stripped of its leaves; this occurs several times a year.

The prices of the dried leaves vary so considerably that they cannot be attributed only to differences in the subsoil and must be due to different species or varieties.

European Cultivation

Crops are so far only grown by Europeans to a small extent. There are barely 500,000 to 600,000 tea bushes in the European plantations of Tonkin and 200,000 in those of Annam. Everything remains to be done and the agricultural services should appoint specialists capable of directing the development of European cultivation.

The native has not attempted to improve the cultivation of tea because, apart from the rich class who obtain their tea from China, the Annamite wishes to obtain qualities which to us are defects; he wants a very strong drink, his palate being burnt by lime and betel, and one which will enable him to shake off fatigue. Tannin, thein, a glucoside, an essential oil, and an albuminoid (combined with the tannin), give the tea properties which are attenuated by industrial preparation and increase with the age of the leaf. The native picks the full-grown leaf and drinks an extract of green or simply dried tea.

Preparation

There is only one establishment in Tonkin and two in Annam for preparing the leaves for export to France. The tea preparation industry has, therefore, yet to be created in Indo-China. This, however, can be done only when tea growing is definitely established on a rational basis and it has been possible to show the quality of Indo-China teas.

Wild Tea

Apart from the formation of plantations attention should be given to the improvement of the wild species, abundant in the mountain chain which crosses the peninsula, with a view to the production of thein.

The author reported for the first time in 1907 the existence of wild tea plants in the Tamdao Range, Tonkin. He has since found this plant in different parts of Upper Tonkin and in the whole Annam Chain (North and Central Annam). According to recent information the tea drunk by the natives of Laos is obtained exclusively from wild plants, with the exception of the tea from China consumed in the rich classes.

There appear to be two species of these plants (1) the "Mieng-luang," very common in the basins of the Nam-sang and Nam-bon (Muong of Vientiane), in the Tasseng of Natho (Vangovieng), as well as in the Tourakhom district it is a forest variety but has become acclimatized well on the banks of the Honei; (2) the "Mieng-noi" or "Mieng-kay," less common, and found

...exclusively in high districts and forests; ... largely in the Muong of Vang-vieng ... Borikhane, but little in the Muong of ...ane.

Tea Trade

Annam is by far the largest exporter. In 1916 Indo-China exported 918 metric tons of tea, of which 888 went to France; 811 tons of this quantity were exported by Annam alone. In 1911 the exports were 559 metric tons (487 tons from Annam), of which 564 tons were sent to France. Indo-China imports tea from China (especially from Hong-Kong) and India. In 1915 the imports amounted to 970 metric tons, in 1916 to 903.

Analyses of Varieties

Analyses of different varieties of tea prepared by the native and by the French methods are given. The analyses were made by M. Aufray, director of the Agricultural Laboratory of the Institute of Hygiene and Bacteriology at Tonkin. The teas analyzed were:

(1) Teas prepared by native methods: tea from Trâu-ninh, Moc tea of 1st, 2nd, and 3rd quality, Chê-Lu, Tuyét-lu, Man-thang, Vântrân, Chè-tuoi, Chè-tuyêt, Chè-tay, Chè-bang, Bac-qúang, Chè-tuyêt Ha-giang, Tuyêt-thai, Chèthai.

(2) Tea prepared by French methods: Chaffanjon tea.

The analyses showed Tonkin teas to be poorer in tannin and alkaloid than those of Annam, which are the richest in the world in thein. They could, therefore, be grown advantageously (especially the wild species) for extracting this alkaloid. The analyses also show Tonkin teas to resemble Chinese teas in their tannin and alkaloid content. They, however, differ greatly in composition, so that they should not be prepared by the methods adopted in India and China. Great attention should be given to the chemical reactions so as to find the critical point which determines their quality, especially with respect to the fermentation.

It must not be forgotten that the commercial preparation of Indo-Chinese teas is closely connected with the existence of rationally conducted plantations. Great progress has already been made in this direction. The natives supplying European firms have been persuaded to bring young leaves which resemble much more those treated in Ceylon and China, instead of old ones.

The quality of Indo-Chinese teas has been tested by experts several times. M. C. A. Guignon and M. Dijannet have shown certain commercial varieties of Annam tea to be excellent. It would be easy to aromatise the tea artificially as is done by the Chinese as all the floral species they use for this purpose are found in the colony (*Jasminum Sambac, Olea fragrans, Aglaia adorata,* lotus pollen, etc.).

All efforts should be directed to the rational and commercial production of Indo-Chinese tea. Such an enterprise should capture rapidly the French market, which hardly exceeds 1,500 metric tons, and compete easily with the Ceylon and China teas at present used:

(1) by supplying a superior quality, for the excessive tannin content of Ceylon tea absolutely ruins the intestinal mucosa and its astringency injures its flavor;

(2) by producing qualities equal to the best Chineses teas, with the advantage of freedom from duties and less heavy freightage.

INDIAN TEA TRADE PROBLEMS

Some of the Conditions Which Harass the Growers and Shippers in Getting Their Produce to Market

By Charles Judge

Calcutta

WE of the Indian tea industry are getting all kinds of luck, good, bad and indifferent. The good is that exchange has got a puncture and, losing gas, has descended to the neighborhood of 2s., giving us nearly Rs.10 for the pound sterling. *Per contra* the bad is that the London trade has swatted the price of common tea down hill. A lot of it is selling at 6d below cost, and by telegraph we learn that they are preparing to jump on it some more. Do not gauge our prosperity by fancy prices for fancy teas; our great bulk is ordinary common to medium, and it is these we need decent prices for if we are to live.

Exchange is favorable now for American buyers who take about seven million pounds per year from the local Calcutta auction sales will get more tea for their dollars, which is all to the good, because we are just aching to sell you all the tea you want direct from here.

We have, however, no certainty that exchange will remain down to 2s. It may throw out ballast any time and soar. This movement would be quite "extra official," for the Government of India has fixed the ratio between the gold and silver standard at Rs.10 to the pound, but the silver market takes no more notice of the Indian Government than a jack-rabbit does of a man without a gun; they have had enough of letting gold loose in this country where it sinks through the floor quicker than an imp in a pantomime. Of the last issue of a few million gold there is not one specimen to be got for a numismatic show case.

We have got lots to think of here in the country of production, and here are a few of our thoughts: "Befo' the wah," as the Southern

gentlemen used to say, freight on tea, Calcutta to London, was 27s. 6d per ton of 50 cubic feet, working out at one third penny per pound. Now it is up to 150 shillings, which works out at 2d per pound. Last year it was 180s. and taking it by and large the tea industry paid the "Shipping Ring" (oh, yes, we've got "Rings" here—we're quite up to date) £2,000,000 which is £1,000,000 more than it would have cost before the Kaiser opened his surprise packet.

WHY COSTS HAVE ADVANCED

But this is only a part of the increased expense—food here has gone up and estates have to pay their labor more. Naturally, the insurance companies must have their whack at tea, as it runs the gauntlet—more expense. Then the lily-handed loafers at the London docks won't take their kid gloves off under double pay—another premium. Again, the British Government snaffle 10d per pound import duty, where they were once content with 5d. Trade capital has to be locked up in paying the duty and capital howls for interest—another dig into the heap. And if the retail price in United Kingdom goes over half a crown, Mr. Chiozza Money, M. P., tucks his ears under his hat, elevates his tail and brays "profiteer" and a large contingent of the semi-equine species join in his jazz music.

People who cry "profiteering" about an article like tea, which is thrown on the open market and sold for what the buyers choose to bid for it, ought to have their ears nailed to their shoulders—they are plenty long enough.

So when Indian tea is reported as flourishing on the London market at 1s, 4d. average, don't think there is anything in it for us. London reporters naturally go by figures, and do not reckon the weary trail of pence that tea has shed on the way to London. All that strikes the London writer is that we are getting sixteen pence where we got nine pence average before Wilhelm Hohenzollern upset the apple cart. But the pennies have been sweated down by a third and so 1s. 4d. is worth not a rupee, as it once was, but 10-2/3 annas. Cut the cost of producing and getting the tea to the London market and you see we are much worse off than we were.

The Londoners will say that prices are good and tea prosperous until the brass wears off their faces and then they will comfort us with the assurance that low prices are best because the consumption of tea will be spread thereby—they always do.

TEA EXPORTED IN JUNE

(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., Aug. 25, 1920.—The Department of Commerce reports that 122,902 pounds of tea, valued at $52,080, were exported from the United States during the month of June last, as compared with 237,053 pounds, valued at $97,951, in the preceding month of May, and 117,443 pounds, value $57,963, in April. The countries of destination and the quantity, in pounds, each took, were:

Germany	45	Bermuda	4,076
Portugal	103	British Honduras	906
Canada	23,754	Cuba	[illegible]
Costa Rica	307	Virgin Islands of U. S.	[illegible]
Guatemala	172	Dutch West Indies	[illegible]
Honduras	906	Haiti	145
Nicaragua	801	Dominican Republic	[illegible]
Panama	7,856	Argentina	[illegible]
Salvador	125	Bolivia	[illegible]
Mexico	7,552	Brazil	[illegible]
Miquelon, Langley, etc.	626	Chile	[illegible]
Newfoundland and Labrador	7,500	Colombia	[illegible]
Barbados	1,850	Ecuador	[illegible]
Jamaica	2,890	Dutch Guiana	[illegible]
Trinidad and Tobago	287	Peru	[illegible]
Other British West Indies	270	Uruguay	[illegible]
		Venezuela	114
		Kwantung	[illegible]

COFFEE'S DECLINE IN PRICE

Importers and Jobbers Have Been Bearing the Brunt of the Slump, Roasters and Retailers Escaping

THE sensational decline in the price of green coffees in the principal importing centers of the country continued during August and resulted in an upset among the importing and jobbing interests. With the price of Brazils down to almost prewar levels at the end of the month, it was rumored in Front street, New York, that some of the traders had lost nearly all the profits they had made during the advance last year, though it was not expected that any house would become seriously involved.

Compared with quotations on futures a year ago, the price for green Brazil coffee has dropped to less than half what it was on August 31, 1919. On that day September coffee, the nearest month to spot, was quoted 18.04 @ 18.08, while on the same date this year the price was 7.95 @ 8.00.

Roasters and retailers have not felt the pinch due to the sudden price decline, according to the belief in Front street. A leading New York jobber said that many of them have reduced their prices only in small proportion. Roasters and retailers answer that they are operating with stocks bought at high levels, and that it takes time for declines in import prices to be felt in the roasting and distributing trades. However, various centers report a softening of consumer prices, with indications of a continued decline to a parity with the green coffee levels.

CHAIN GROCERY OPERATOR DEAD

Charles M. Decker, 70 years old, head of Charles M. Decker & Bro., Inc., operators of a chain of grocery stores in Northern New Jersey, died August 28. He was operated upon four months ago at the Post Graduate Hospital in New York.

TO DISCUSS PRICE GUARANTEES

Federal Trade Commission Calls a Trade Conference to Be Held in Washington on October 5

(FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., August 12, 1920.

THE Federal Trade Commission has canvassed about fifty separate major lines of industry by questionnaire on the subject of guaranteeing prices against decline, preliminary to holding a trade practice conference of manufacturers, wholesalers, retailers and consumers in Washington, beginning at 11 o'clock a. m., October 5, 1920, at the Commission's office.

The Commission define "guarantee against decline in price" as "the practice of guaranteeing customers against the decline in the price of goods, purchased and not resold at the time of any subsequent decline in the prevailing market price of such goods; that is to say, a seller would guarantee to purchasers of his products that in the event the market price of the goods thereafter declined, the seller would refund an amount of money equal to the difference between the purchase price of such goods as were undisposed of at the date of price decline, and the price to which the goods had declined. There are many variations involving various factors as to time limit of the guarantee; guarantee against own price; against competitor's price; against general market price, and so on."

More than 2,000 questionnaires were sent out to the various trades. Of the hundreds of replies already received about 250 favor the practice and 150 oppose it, while a large number give qualified opinions. The following telegrams are typical of answers received from firms in the coffee trade:

The American Coffee Co., New Orleans, jobber, says: "Actual experience many years guaranteeing against our own advance or against decline (60 to 90 days) to cover period date of sale to date of shipment, have observed great abuse and sustained substantial losses. To cite specific case: April and May, 1919, when coffees were undergoing substantial advances, had 60 and 90-day contracts outstanding and sustained in June, 1919, operations net deficit of $7,988. During July and August, 1919, market declined rapidly. Submit that this policy one of the most abominable and expensive customs in merchandising. July 5, 1919, withdrew 60 and 90-day and substituted 30-day guarantee. One customer offered contract for 1920 requirements at fixed price. We declined their business on such basis. Practice leads to overstocking on roasted coffee."

The MacGowan Coffee Co., Inc., Jackson, Miss., wholesalers, says: "Custom wrong in principle, tending to encourage speculation and leading to overstocking in perishable products. In perishable goods actually constitutes certain proportion of wastage, which loss must be calculated in fixing profits. Practice acts as bar to coffee roasters reducing prices."

The Maury-Cole Co., Memphis, Tenn., says: "Against better judgment have been obliged to guarantee price to date of shipment, which necessitates calculating wider margin of profit than figured on straight sales. Unbusinesslike, encourages speculation, and leads to overbuying. Also gives unfair advantage to those extending privilege as against those who do not follow practice."

The Olson Coffee Co., Omaha, Nebr., roaster, says: "Guarantee encourages retailer and wholesaler to carry unnecessarily large stocks and practice ought to be discontinued. To illustrate: On last rise in coffee market retailers inflated purchases 8 or 10 times, withdrawing large quantity of coffee from manufacturers' market, causing manufacturers to replenish stocks, artificially stimulating market and forcing increase in prices."—LAMM.

TEA CAMPAIGN MEETS WITH FAVOR

R. L. Hecht, of Irwin Harrisons & Crosfield, Inc., states that much favorable comment has been received regarding the recently published advertisement of the Tea Association, which was designed to awaken tea men everywhere repard-ing the need for national tea propaganda. Mr. Hecht is chairman of the Committee having the matter in hand.

The series of advertisements will contain facts and figures tending to show that now is the time for tea men to get together for a larger tea business. No appeal is being made for money. Those back of the movement believe that what is needed most at the present time in the tea trade is a larger measure of co-operation among the various factors.

INTERNATIONAL COFFEE CONGRESS

According to cable advices from Bogota, Colombia, resolutions were passed at a meeting of coffee planters and exporters held in that city on August 28 emphasizing the necessity for an international coffee congress to bring about better conditions in the industry and proposing that a meeting be called. Measures to control and improve marketing methods were also discussed.

COFFEE ASSOCIATION BULLETINS

Damaged Coffee, Consolidated Shipments, Guaranteed Prices, and a House Organ Pamphlet Are Discussed

DURING the past month the National Coffee Roasters Association has issued circulars on the subjects of damaged coffee received from producing countries, consolidated shipments, shipping bags and guaranteeing prices against decline. The Joint Coffee Trade Publicity Committee announced plans for the regular monthly issue of a pamphlet under the title "The Coffee Club."

DAMAGED COFFEE

In regard to damaged coffee, roasters are advised to do their own cleaning, the association stating that it believes the charges, often equalling $1.25 per bag, made by the New York Dock Company, the Bush Terminal Company, and the Campbell stores, to be excessive. The association's freight bureau has arranged to have damaged coffee shipped on to final destination for cleaning.

CONSOLIDATED SHIPMENTS

The freight bureau announces the completion of arrangements for consolidated car service and delivery to a number of cities where several buyers are located.

DOUBLE COVERS

Referring to coffee shipments, the association calls attention to railroads positively declining to accept coffee in grass bags for transportation in less than carload lots, requiring that they be recovered. The charge in New York for extra covers is thirty cents a bag, and the labor in covering costs six cents a bag.

GUARANTEEING PRICES AGAINST DECLINE

The association calls members' attention to the trade practice conference to be held in Washington on October 5 before the Federal Trade Commission, which meeting is described in detail by our Washington correspondent on page 309 of this issue. It is announced that officers of the N. C. R. A. will attend the hearing to present the views of the members, and every wholesale distributer of roasted coffee is asked to express his opinion to Manager Coste on the merits and demerits of the practice. The bulletin recalls that the association at its last convention adopted a resolution condemning the system.

"THE COFFEE CLUB"

In a bulletin dated August 31, the Joint Coffee Trade Publicity Committee announces the inauguration of a monthly pamphlet entitled "The Coffee Club," which is designed to perform the functions of a house organ for the Committee, especially as relates to the information obtained by the research now in progress at the Massachusetts Institute of Technology. News about the advertising campaign and items of general interest to the wholesale and retail trade will also be included from time to time. The pamphlet will be sent to roasters, wholesalers and their salesmen and retail distributors.

UGANDA COFFEE AREA ENLARGED

(SPECIAL CORRESPONDENCE)

LONDON, August 20, 1920.—The commission appointed in October, 1919, by the governor of the Uganda Protectorate in Africa, to investigate trade possibilities there, recently issued its report. In regard to coffee it was stated that an estimate of the area under arabica coffee on European plantations is slightly over 21,000 acres. Other points brought out were:

The quality generally is excellent and commands a high price in London markets. The progress of the industry will be realized from the fact that in 1918-19, in spite of great difficulties through shortage of labor, restrictions on imports in the United Kingdom, scarcity of shipping and prevalence of pests, 54,311 cwt., valued at £106,000 were exported, being 8.49 per cent of the total exports. In 1914-15, which may be regarded as the last year in which normal conditions obtained, the acreage was 14,389, and the exports 21,10 cwt., valued at £41,000. The present acreage when in full bearing, should yield 4,000 tons a year, or one-third of the consumption of the United Kingdom.

B. T.

CANADA'S FOOD PRODUCTS OUTPUT

Canada's Bureau of Statistics has been taking a census of the Dominion's industries, and has found that in 1918 there were twenty-four plants with combined capital of $2,259,753 putting out baking powder and flavoring extracts and certain other specialties. The quantity and selling value of the various products during the year were:

Classes of products.	Quantity.	Selling value at factory
Baking powder.....pounds	4,235,001	$942,5
Coffee .....pounds	932,457	199,8
Spices .....pounds	95,927	41,2
Cocoa and chocolate....pounds	8,000	2,0
Flavoring extracts and essences.....dozen	204,692	510,2
Jelly powders.....cases	17,965	82,2
Yeast cakes .....cases	332,333	450,2
Lye .....cases	27,915	180,5
Pickles .....gallons	33,548	71,0
Fruit oils .....gallons	8,955	35,5
Caustic soda .....pounds	488,025	38,0
All other products	.....	821,5
Total.....		$3,153,7

NEW ORLEANS TRADE HARD HIT

The Rapid Decline in Green Coffee Prices During August Demoralized the Market, But Traders Look for Better Conditions

(From a Staff Correspondent)

New Orleans, Sept. 2, 1920.

THE green coffee market in New Orleans was hard hit during the past month. The continued decline of prices almost demoralized the trade here, as it did in other centers of the country. Leading traders believe, however, that the worst is now over, and that conditions will become fairly steady.

While prices dropped to a point considered to be below pre-war levels, considering present money values, there was a fair amount of selling during August to the city and interior trade. With spot prices steadily descending, buyers held off from taking anything but what was required urgently, with the idea that thus they could get coffees at much lower prices.

Now that Rio 7s are at 8¾c. and Santos 4s at 11c. per pound, there is hardly any probability of much lower prices and there is a possibility of advances, so that it is considered about certain that interior dealers will begin to buy rather heavily soon and that the Fall business will be the best of the year.

Arrivals of coffee here during the month have been large and there now are large stocks available from which to select grades desired and the present is considered a desirable time to renew stocks. Ships for handling coffee have been plentiful and handling facilities are good here.

Coffee roasters state that their business in the past month has been good and the outlook for Fall trade is better. They point out that, as they are roasting coffee, bought at much higher prices than now prevail and as expenses of packing and distribution are heavy, their prices cannot be expected to follow the drop in green coffee promptly. There were reductions in prices early in August and others are looked for soon. Roasted coffee now is sold by roasters at from 26 to 38c. per pound, the latter being the standard packages of coffee and chicory, sold largely in Louisiana, and which retailers sell for 44c. the package. Fancy grades are above the 38c. figure.

Taken altogether, the roasted coffee business has not been in so discouraging a condition as would appear, and the roasters have had one of their best periods, escaping the fluctuations from which the green coffee men suffered.

The Tea Business Has Been Fair

The tea trade here in August is reported to have been fair, with prices rather low and some tea sold at a loss, while other sales made a profit. The volume of trade was fair. Prices here are lower, especially on black teas, owing to the decline in the growing countries on account of the withdrawal of support by British interests, the market there being glutted.

New Orleans tea men are especially interested in efforts to increase the direct imports through this port and hope that more sailing can be secured and that return cargoes will be available to attract business. E. K. P.

IMPORTER CHARGED WITH LARCENY

Morris I. Horwitz, coffee importer, New York, was arraigned September 2 in General Sessions on the charge of grand larceny. Horwitz is reported to have bought 2,000 bags of coffee in South America with a letter of credit extended to him by the Bank of the United States. While the coffee was in transit to New York on the steamship *Tennyson* it was ruined by fire. The bank alleges that Horwitz collected a check for $42,000 from Chubb & Sons, adjusters for the Federal Insurance Company, but did not turn it over to the bank.

Horwitz pleaded not guilty and was released in $20,0000 bail for examination September 7.

NAVY BUYS LOW PRICE COFFEE

When bids for supplying the United States Navy with 6,000 bags of Government specification Santos 4 coffee were opened on August 27 it was found that the lowest estimate, submitted by A. C. Israel, Inc., New York, was 11.47 cents per pound, as compared with 12.174 cents by J. Aron & Company, and 13.09 cents by Leon Israel and Bros. This low price caused much comment among the Front Street traders because it was considerably under the market at the time. The bid established a new low level.

COX AGAINST TEA AND COFFEE TAX

(Special Correspondence)

Washington, D. C., August 17, 1920.—Presumably there will be no tax on either tea or coffee if Governor Cox is elected President. In 1909, while a member of Congress, he took part in the discussion of the Payne-Aldrich tariff bill, and advocated "free coffee, without any countervailing duty," and "free tea," according to a report attributed to the American Protective Tariff League. B. R. W.

TEA AND COFFEE SIGNS OF THE TIMES

¶ How the renaissance of tea and coffee is being brought about, as illustrated by the latest developments in advertising, merchandising and the making and serving of our most popular beverages.

A GOOD CUP OF TEA

Fresh Water at a Rousing Boil Poured Over Heated and Clean Leaves Makes a Brew Fit for Epicures

By CHARLES JUDGE
Calcutta

NOW that the American people have voted themselves dry and are making out with coffee, tea and soft drinks, perhaps a few hints on tea making may be useful.

I have noticed that folk will take any amount of trouble to get their coffee just right, but leave tea to shift for itself, taking no thought whatever of its preparation. The English think they can make tea and other nations "fall" for the bluff; but the facts are not so. The Englishwoman generally gets her kettle boiling at a distance and by the time it is brought to the tea pot the water has simmered down.

Now, two things are required to make tea properly; absolutely fresh water brought to a rousing boil for the first time, and clean dry tea leaves. Heat the tea leaves on a metal plate over a gas ring or other source of of heat, but be very careful not to scorch them. This heating loosens the essential oils and other constituents of the leaf, making the tea give up its aroma and flavor quickly. Bring the fresh water to a strong boil and as soon as boiling—not simmering merely—throw the tea leaves into the boiling water, then extinguish the gas or remove the vessel from the fire and let it stand for more or less time according to strength required. It will very quickly color made in this way.

A minute is long enough for people who like their tea light, but it is a matter of taste; two, three, four or even five minutes suit other people. As soon as soaked sufficiently, pour the tea out through a wire strainer into an ordinary tea pot. Keep it hot with a padded cover which the English call a "tea-cosy." That is tea.

The water must be fresh and never boiled before, because fresh water always carries air dissolved in it and the air appears to play a part in extracting the qualities of the leaf. Flat water and water which has had the air boiled out of it will not make good tea. The English leave the leaves in the tea pot after pouring out the first lot and let them stew, then add more water, often lukewarm and pretend it is just as good. Sometimes they add more tea leaves to the lukewarmness in the tea pot which shows they do not really understand tea making. The first soaking should take all that is worth having out of the leaf, and will do so if the leaf is dry and warm and the water really boiling.

Some faint glimmer of the necessity of having the leaf dry and hot seems to have reached the English for they put in a little hot water to "warm the pot" before putting in the leaf, but this is quite ineffective.

I do not preach tea to the English because if there is one of God's creatures who can make an Army mule look like thirty cents Mex. for obstinacy, it is an Englishwoman at her tea table. She thinks she knows all about it and the result often sends young men, and sometimes young maidens, too, to the Scotch variety of tea served as high-balls and cock-tails. But now that the U. S. ladies are likely to go in seriously for tea making, I don't think prejudice will render them averse to taking instruction from experience.

Made my way, tea is as good and better than coffee. It is a cleaner, lighter drink and just as powerful a stimulant; in fact if you mix black and green in the proportion of one of green to three of black, it is more powerful and its pungency is what you do not get in coffee. But do not keep your tea leaf carelessly exposed to the air in faulty tins and lead packets. Tea is hygroscopic, that is, it absorbs moisture from the air and soon "goes off." The best way is to keep it in a wide mouthed stoppered bottle or other air tight receptacle. Give tea a chance—don't expend all the care you are capable of over coffee. Give tea the same amount of trouble and tea will hold its own.

TEA AND COFFEE IN THE NEWS

Fact and Fancy, Comment Wise and Frivolous. Gleaned from the Press to Show the Trend of Public Thought

HERE are some of the more notable items which appeared recently in the press and show the trend of public thought in regard to tea and coffee.

Buffalo Turns to Coffee

What has taken the place of beer?

To answer the question a review of the quantities of all the drinks—that is, drinks of less than one-half of one per cent alcoholic content—now being sold had to be taken, with a result that coffee is generally conceded to have taken the foremost stand.

Every restaurant in the city is selling more coffee than ever before and the demand, according to the proprietors, is increasing. The restaurant, instead of the saloon, is rapidly becoming the meeting place of business men, who desire a quiet place to talk. The restaurants that never shut up have a steady stream of customers all night and the proprietors of these places say the evening business is particularly heavy.

Coffee, which for years was regarded as the most deadly weapon of sleep, is no longer regarded as such—at least coffee drinkers do not seem to be a bit perturbed about drinking it at any hour. Tea—not the old reliable "cold tea"—is gradually losing its place in the restaurants. Even the fair sex, who for years clung to that refreshment, are gradually taking up a little stronger mixture.

While coffee holds the premier place among all drinks, since beer bid adieu to the U. S., many other sorts of liquid refreshments are striving for first honors. The soft drinks sold in the drug stores and other similar stores are continually in demand.

From a review of all drinks sold, however, coffee out-ranks them all and unless there is a nineteenth amendment passed, it is likely it will continue to do so.—Buffalo (N. Y.) Enquirer.

The Menu Card of a British Café

One hundred and eighty-five cafés in London and fourteen in the provinces have a menu card which brings people in when they are not hungry, and gives them something to talk about when they get there. These cafés, owned by J. Lyons & Co., Limited, serve 500,000 cups of tea and coffee a day, and a whole lot of other things, at popular prices, with one of the handsomest tea-shop fronts ever designed.

The late Sir Joseph Lyons was a man of imagination and genius, the author of acceptable literature and one of the most fascinating talkers I ever met. He said to me once, "Yes, it does pay to use costly marble and brass-work in a popular tea-shop, not only because the hard, impervious surface looks clean and is clean, but for another reason. It does not matter very much to me if I pay from six to ten times what I need pay for window-fittings. But it would mean a great deal to anyone who set out to imitate the general appearance of the Lyons tea-shops. And that's why."

The Southwest's Finest Tea Room, Recently Opened by Adolphus Hotel, Dallas

A. Wardle-Robinson, the publicity manager, began to do things with the menu in 1916. He started a little weekly essay on the back page, and also some chess problems, many players patronizing the Lyons cafés. Then he went to the war, but now he runs a busy little office where all the Lyons advertising is concocted.

The menu card which brings the customer back does it by giving him a little puzzle to work out, and printing the answer seven days later. The following is a specimen:

TEA-TABLE PROBLEMS

By Henry E. Dudeney, Author of "Amusements in Mathematics," &c.

NO. 57—A TRANSPORT DIFFICULTY

On one occasion during the war it was necessary to send a dozen men to a point twenty miles away as quickly as possible. A single motor-car was available and the driver said he could do twenty miles an hour and carry four men at a time. As every one of the men could walk four miles an hour, what was the shortest possible time in which they could all be got to their destination?

If the customer does not find the answer himself he can learn it a week later. It is a recognized fact that people do come back to learn the answers to the problems. The standard bill of fare in all the 200 cafés is changed weekly, but special daily dishes are added by slips or overprinting.

Thus there is created an opportunity of sending a weekly message to something over half a million people. Mr. Wardle-Robinson uses this opportunity. Every week the menu carries, as well as the puzzle, a little article, with the series-title, "Five Minute Reflections." These articles, and the puzzles too, provoke a certain amount of correspondence.—THOMAS RUSSELL, in Printers' Ink Monthly.

THE FULL FLAVOR OF TEA

People who are really particular about their tea, who wish to get all the flavor and all the delicacy of the tea out of it, will never use a metal teapot, no matter how handsome may be the silver. The Chinese, who certainly should know about it, always say that they can detect by the taste whether tea has been made in either metal or china. Consequently in many households we see china teapots on the table, while the silver remains on the sideboard. These china teapots, however, have their drawbacks and one is the ease with which the spouts become nicked or broken by careless handling. It seems as if even the Chinaman must approve of enamel ware as a substance for a teapot. Its surface is like fine porcelain and no metal taste could possibly get through it. Try this happy compromise. Be sure the water is boiling. Don't let it stand more than three minutes.—Chicago News.

BRIDGEPORT DRUGGISTS TO SELL HOT COFFEE

Many enterprising drug stores and other places about the city having soda fountains, are already planning the installation of coffee urns for next winter. The coffee urns are to be used in place of, or in connection with the hot chocolate urns. Coffee drinking is an American national habit. We not only drink more than any other nation in the world but travelers agree that the coffee of an American "one armed lunch room" is [illegible] than the coffee of the average European [illegible] Both coffee and chocolate are real stimulan[illegible] one deriving its effect from the drug caffe[illegible] the other from the drug theobromine. The [illegible] jipper or juniper gives way to the jipper Mo[illegible] Bridgeport (Conn.) Telegram.

COFFEE AS A COSMETIC!

Albanian Mothers Powdered Their Babie with Pulverized Coffee Instead of Talcum, Until the Red Cross Arrived

EVEN the most extravagant admirers of [illegible] fragrant coffee brew draw the line at [illegible] use to which it is put by certain classes of peop[illegible] of Albania. In that picturesque country it wa[illegible] the custom, until the American Red Cross ca[illegible] and established higher standards of health a[illegible] education, to powder the babies with pulveriz[illegible] coffee. When the infants thus decorated we[illegible] first brought to the Red Cross clinics, the nurs[illegible] were horrified; they thought that some new a[illegible] particularly malignant disease had broken out.

The real troubles of the nurses began wh[illegible] they started out to convince the Albanian mot[illegible] ers that the virtues of coffee are largely r[illegible] stricted to its internal use. "How could this b[illegible] was the incredulous response, "when their ow[illegible] mothers and mothers' mothers, as far back [illegible] the memory of man could recall, had used pu[illegible] verized coffee?"

"But hadn't they also suffered acutely fro[illegible] various maladies?" countered the nurses. "B[illegible] sides, there are the perfectly good cans of talc[illegible] powder provided with every layette. What h[illegible] become of them?"

"The little cans! To be sure. Very dain[illegible] and sweet smelling." They had prized the[illegible] highly—as sachets. "Why waste the delica[illegible] powder on the babies when the pulverized cof[illegible] was so much easier for them to obtain?"

But finally the campaign against coffee as [illegible] cosmetic was won, and every baby brought to t[illegible] clinic thenceforth showed the effects, in physic[illegible] well being, of the change from pulverized cof[illegible] to talcum powder as a cosmetic.

NEW COFFEE ROASTING CHART

J. Aron & Company, New York, have pu[illegible] lished a new table for coffee roasters, givi[illegible] roasted coffee costs, with a green coffee basis [illegible] low as 7c and ranging up to 30c. The figure[illegible] given include ¼c per pound for roasting, price[illegible] being based on a 16% shrinkage.

MAINLY ABOUT PEOPLE

News About Men in the Trade at Work and at Play

EMMET G. BEESON, who for the past year and a half has been located in Paris as European representative for J. Aron & Company, returned to this country on August 26, aboard the *SS. Providence*.

W. B. HARRIS, who last fall took charge of the roasted coffee department of S. A. Schonbrunn & Co., New York, has resigned. Mr. Harris has not announced his plans for the immediate future, but it is thought that he will continue in the coffee trade, with which he has been identified for a number of years.

FELIX COSTE, manager of the National Coffee Roasters' Association, left New York, August 28, on a three weeks' vacation at Saunderstown, R. I.

W. L. MCCLINTOCK, manager of the Leon Israel & Bros. coffee department in San Francisco, and Miss Rose Newman, a charming society girl of San Francisco, were married on September 8. After the wedding the couple planned to travel East and then to Guatemala to remain during a coffee season.

F. V. ALLAIN, senior member of the Charles Dittmann Company of New Orleans, who for the last fifteen years has had charge of the Chicago branch, made his second trip within a month to the New York markets the latter part of August.

B. C. CASANAS, of the Merchants Coffee Co. of New Orleans, stopped in New York about the first of September on his return trip from a vacation in Portsmouth, N. H.

E. J. STOCKSLAGER and R. T. PURCELL, president and treasurer respectively of the Penn. Coffee Co., Pittsburgh, motored to New York during the latter part of August.

WILLIAM H. BENNETT, of W. H. Bennett & Co., New York, spent two weeks in August at Haynes Landing, Maine.

D. HILSON, of Williams, Russell & Co., New York, has returned from his vacation at Shelter Island, N. Y.

T. BARBOUR BROWN, of T. Barbour Brown & Co., Chicago, visited his New York trade friends in August.

F. R. SEEMAN, of Seeman Bros., New York, is expected back from the Pacific Coast about September 15.

J. F. HARTLEY, of Carter Macy & Co., Inc., New York, returned on the steamship *Olympic* on August 25 after a four months' trip to Europe.

J. EDWARD YOUNG, of Thurston & Braidich, vanilla bean importers, New York returned on August 20 after a six weeks' trip to Mexico.

VICTOR H. CROSS, of the Henry Martiniuson firm in Santos, Brazil, arrived in New York recently after a three months' trip through Europe. Mr. Cross is making his headquarters at the New York offices of Woods Ehrhard & Co. Before leaving for Santos he plans to visit New Orleans.

F. W. EHRHARD, of Woods Ehrhard & Co., left New York for New Orleans on August 28. He expects to remain in the latter city for an indefinite period in the interest of his firm.

R. W. DIETRICK, president of Dietrick & Wiltz, Inc., warehousers and forwarders, New Orleans, was seen about Front Street during the month.

B. H. CALKIN, of the Pan-American Coffee Company, Chicago, came to New York the latter part of the month to meet E. G. Beeson on his return from Paris.

INSPIRATION CORNER

¶ Putting salt on the tails of fugitive big thoughts and bits of verse which make worth while the blending of sentiment with business.

BUSINESS IS BUSINESS

"Business is business," but men are men
Loving and working, dreaming,
Toiling with pencil or spade or pen,
Roistering, planning, scheming.

"Business is business," but he's a fool
Whose business has grown to smother
His faith in men and the golden rule,
His love for a friend and brother.

"Business is business," but life is life;
Though we're all in the game to win it,
Let's rest sometime from the heat and strife
And try to be friends for a minute.

Let's seek to be comrades now and then,
And slip from our golden tether;
"Business is business," but men are men,
And we're all good pals together!

—*Berton Braley.*

The Blue Book of the Trade

The TEA & COFFEE TRADE JOURNAL

The Grocery Magazine De Luxe

WILLIAM H. UKERS
President and Editor

SERVICE

H. DE GRAFF UKERS
Secretary and Treasurer

W. R. BICKFORD
Managing Editor

O. W. SIMMONS
Advertising Manager

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LONDON: Thomas Reece, 34 Cranbourn St.; RIO DE JANEIRO: J. H. Wileman, 61 Rua Camerino; COLOMBO-CEYLON: *Ceylon Observer*—A. M. & J. Ferguson; CALCUTTA: Charles Judge, 4, Mission Row.

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

Vol. XXXIX September, 1920 No.

THE WAGON-ROUTE COFFEE DEALERS' OPPORTUNITY

President Schorn of the National Retail Tea and Coffee Merchants' Association has p in some hard work in behalf of the fifth annual convention of his organization, to be held New York, September 14-17. Judging by the number of advertisements in the conventic program, his efforts have borne fruit. There should be a record number of manufacture exhibiting their products at the meeting.

Only coffee distributers giving premiums and doing business by the wagon route metho are eligible for membership in the National Retail Tea and Coffee Merchants' Associatio The status of many of the members of this organization changed materially during the peri of high coffee prices. The advancing market made it extremely difficult for them to hand coffee on an adequate profit margin. As a result, the trade of many of them became large a straight installment business, all kinds of household commodities being handled on a week payment plan. Of course, coffee and similar items were also sold in a limited way, under th premium method.

Presumably, the present state of the market will enable these dealers to again featu coffee. If they do, it is to be hoped that in their own best interests they will give consume full benefit of coffee market quotations.

During the period of high prices, we heard much about "replacement value." The san

scale should apply on a declining market. Too much coffee is being sold at prices far out of keeping with present import quotations.

The wagon dealers would be making a far-sighted move if, at the coming convention of their association, they would pledge themselves to keep their coffee prices on a parity with market quotations, with only a reasonable profit to themselves. Other coffee distributers wholesale and retail, are also presented with an opportunity to help reduce the cost of living and incidentally bring credit to themselves and to the industry with which they are identified. Lower prices ought to mean a bigger volume of sales—W. G.

COFFEE WITH CREAM OR MILK

Recently an anonymous writer in *The Steward* drew attention to the tendency of coffee with cream or milk to produce dyspepsia. He also states that such an admixture is distasteful to the epicure and that natives of Arabia and South America would consider it as ridiculous as to mix milk with wine or beer. The example chosen is unfortunate, being purely colloquial, for in some countries milk or cream is added to beer and wine in the preparation of soups. Tenets of epicureanism itself vary with locality. Coffee is a universal beverage, and does not permit the application of any one rule to its preparation.

The physiological point is well taken. We have heard of many people, some of them prominent coffee men, who experience discomfort after drinking such a mixture, whereas the ingestion of black coffee was followed by a beneficial reaction. The postulation that "it is the mixture of the fat in milk and the caffein in coffee that produces the ill effects" is basicly incorrect. Caffein could not decrease the digestibility of the fat, although the fat might lower the speed of assimilation of the caffein, which action, however, would not cause dyspepsia. We hesitate to advance any theory regarding the cause of the behavior of the mixture in the alimentary tract, but in our opinion it will be found to be based upon the action of the acidic constituents of coffee upon the casein of the milk. This is a subject for the application of skilled research. But no matter what the explanation, it is again a proposition of individual idiosyncrasy, where those affected in a harmful manner by coffee are decidedly in the minority.—C. W. T.

COFFEE'S DEFENDERS TO THE FORE

Judging by the number of clippings slandering coffee that come to the Editors' attention each month, there is plenty of work in prospect for the new advisory advertising committee of the National Coffee Roasters Association. This paper has long contended that coffee ought to be defended by those who depend upon it for their livelihood. It is gratifying to learn that the "board of censors" will not only scrutinize the advertising of the substituters, but also that of coffee roasters. Too many packers have been guilty of (1) exaggerated statements in their publicity; (2) reflecting upon competitive brands and thereby breaking down public confidence in coffee itself; (3) displaying a lack of faith in the healthfulness of coffee by claiming that their product does not contain what they assert are injurious or worthless constituents.

With the facts which it is hoped the recently instituted coffee research will uncover the committee ought to experience little difficulty in confounding coffee's detractors and strengthening the faith of those roasters who apparently lack full confidence in the product they sell.—B. S.

A TRADE MARKET PLACE

In keeping with our constant effort to make THE TEA AND COFFEE TRADE JOURNAL of increasing value to its readers, we begin with this issue the publication of an index of products advertised in this paper, classified for quick reference. This list constitutes a directory of most of the equipment and supplies needed by the packer and distributer of teas, coffee, spices, extracts, cocoa and grocery specialties. If you do not find what you want in this list, let us know and we will tell you where to get it.—S.

TEA AND COFFEE RESEARCH BUREAU

¶ A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

GASES FROM ROASTED COFFEE

Their Composition and Origin, and Their Action When Ground Coffee Is Packed By the Vacuum Process

THE composition and origin of gases evolved from roasted coffees is discussed by R. A. Gould, of the Food and Drug Inspection Laboratory, U. S. Appraiser's Stores, San Francisco, in a communication to the International Congress of Applied Chemistry.* In one part of the paper Mr. Gould writes:

"It was observed that ground roasted coffee packed in a container exhausted to 183 mm. pressure gave off gas in sufficient amount to overcome the vacuum and produce 253 mm. additional pressure on the cans. Coffee packed under normal pressure gives off the same kind of gas but to a less amount and in different proportions although the final pressure developed is practically that of coffee packed under diminished pressure. Coffee packed under diminished pressure gives off more carbon dioxide and less carbon monoxide than that packed under normal pressure, the gases as they stand in the container showing 81.1% CO_2 and 4.6% CO in the container sealed under diminished pressure against 62.8% CO_2 and 4.7% CO in containers sealed at ordinary pressure.

"The gas is believed to be due to the decomposition, through the roasting process, of glucoside-like bodies which occur in the green bean. The products of the decomposition are: first, sucrose and a radical which eventually becomes a fixed oil; second, the sucrose again breaks down into a glucoside-like body, probably a caramel compound, which in turn decomposes to produce the gases which are given off by the coffee. The bodies are not glucosides, but behave, in general, like glucosides."

The Origin of Carbon Dioxide

The above abstract by R. A. Gould does not give sufficient experimental data to warrant the passing of an opinion regarding the accuracy of the work reported.

"The gases as they stood in the containers" consisted of air, carbon dioxide, carbon monoxide, and traces of a variety of volatile compounds. In order to arrive at a fair basis of comparison the amounts of the oxides of carbon found should be expressed as percentages of the *gases evolved* and not of the *gases in the containers*, which obviously contain the residual air. Upon converting the figures given to this basis, we find that when packed under diminished pressure the evolved gases contain 94.6 percent. carbon dioxide and 5.4 percent. carbon monoxide; while when the coffee is packed under normal pressure, 93.0 percent. of carbon dioxide and 7.0 percent. of carbon monoxide are evolved.

An analytical study of these figures leads to the conclusion that the carbon dioxide is produced by a decomposition of some of the constituents of the roasted bean during storage, while the carbon monoxide is a product of the roasting process. As a result of logical reasoning Potter postulates that active reducing conditions exist within the coffee bean during roasting. Accordingly the enlarged cells of the freshly roasted coffee will contain a much higher percentage of carbon monoxide than of carbon dioxide. Upon being ground, the unbroken cells will retain this gas, but upon then being packaged and allowed to stand the carbon monoxide diffuses through the cell walls and enters the gaseous medium surrounding the ground particles. Under diminished pressure the diffusion is more rapid, so that while the container is being partially exhausted some of the carbon monoxide will be lost. However while the relative quantity of carbon monoxide varied, still the absolute amount of this gas remained virtually constant with variation of packing pressure, indicating that it originated before the packing was accomplished.

Vacuum Packing

It does not seem at all likely that all of the gases evolved were produced at the time of roasting and slowly released from the cells. Moreover if no leakage occurred in the cans and the analyses are correct as reported, the fact that the evolution of gas proceeded in either case until a pressure of about 253 mm. above atmosphere was secured, indicates that the main source of the gas

* Original Communications No. 26, Vol. 8, International Congress of Applied Chemistry.

...position subsequent to roasting. The ... of more gas and consequently the ... of more decomposition when the coffee ...ed under diminished pressure is ap... an argument against "vacuum packed" ... However, as the source of this gas is not ... is not theoretically apparent whether the ... decomposition is harmful or beneficial. ... the evidence indicative of the effect of ...um packing" upon the volatile aromatic ...flavoring constituents of the roasted coffee.

...t the oil in coffee is in part held in combina... much in the same way as that in starch ...Am. Chem. Soc., *42*, 1726-38, (1920).), being ...ed upon roasting, is not at all unlikely. Un...doubtedly the sucrose is converted into caramel ...g the roasting process, but whether this ...amel decomposes upon standing is a moot ...tion.

...is chemical evidence of the progressive de...position of roasted coffee lends weight to ...'s "ventilation theory" (Tea and Coffee ...de Journal, *33*, 552-4, (1917).), and to the ...er's previous contention (R. K. D. Bulletin, *1*, ...15. (1919).), that changes in and deterioration ...roasted coffee are due to decomposition and ...dation as well as to hydrolysis, volatilization of ...ma, and interaction between the constituents of ...caffeol.

...n the light of the above information, it may be ...cluded that, within the limits studied, the pres...e under which ground roasted coffee is packed ...s not affect the *absolute* quantity of carbon ...oxide evolved, whereas with a constant size ...ontainer the amount of carbon dioxide pro...uced increases with initial decrease of pressure. ...s that the carbon monoxide is mainly pro...uced during roasting and the ...on dioxide by decomposi... after roasting.

Trigg

...OFFEE AND HARDENING ARTERIES

...a recent issue of the New York Times Dr. ...Puleston of Daytona Beach, Fla., inferred ...coffee is responsible for hardening of the ...ries. In a subsequent issue of the same paper, ...A. J. Rongy of New York challenged the ...ement:

"I feel that we know so little about the causes ...igh blood pressure and hardening of the blood ...s that everything in our diet from 'soup to ...' has been held responsible for pernicious ...ts upon our systems. However, we humans ...e consoled by the fact that in the Phila...hia Zoological Garden 1½ per cent of the ...als that were examined were found to suffer ...m hardening of the arteries, and I am sure ...is not indulged in by the animals in the ...delphia Zoo."

PATENTS AND TRADE MARKS

¶ Subscribers and advertisers may consult this bureau without charge, except that postage for reply must accompany all inquiries; there are no fees for trade-mark searches.

Address all communications to Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL.

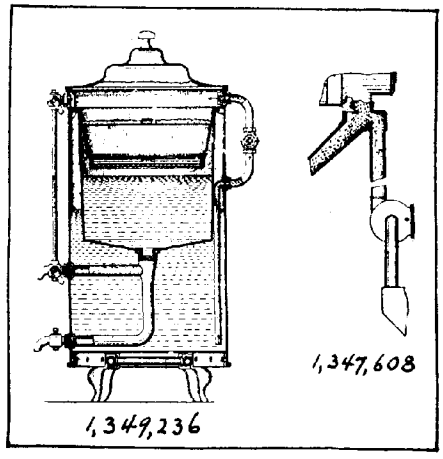
PATENT OFFICE RECORD

Patents Granted, Trade Mark Applications Certificates Issued and Labels and Prints Registered During the Month

(STAFF CORRESPONDENT)

WASHINGTON, D. C., Sept. 1, 1920.

HERE follows a complete record of the latest activities of the United States Patent Office,

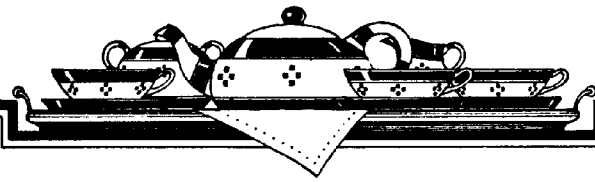


PATENTS GRANTED

in so far as they apply to the tea, coffee, spice and general grocery trades.

Coffee-grinding machine—Frederick A. Wilcox and Edward L. McGrory, Spokane, Wash.; (1,347,608); the combination with a mill as described, including its outlet pipe and a joint member secured thereto forming a separating casing, of a conveyer pipe connected to the joint member with its upper open end in alignment with and directly beneath the outlet pipe, a suction pipe secured to the joint member and having a lateral connection with the casing, and said cas-

(*Continued on page* 322)



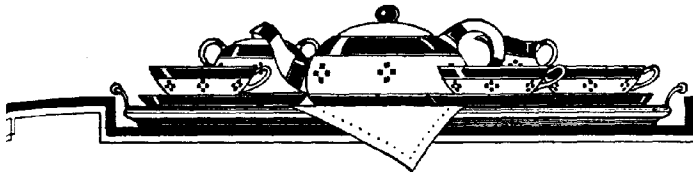
Twenty Five Billion Cups *of* Tea

EVERY year the United States drinks that amount of tea. As many cups of tea are drunk as of coffee. Thus tea is today as popular as coffee. Many times as much coffee is imported into the country; but one pound of tea makes many more cups of beverage than one pound of coffee.

Coffee is having its story told, is making new friends. Should tea be the neglected sister, compelled to fight without help to maintain its favor?

Though other beverages have encroached on both tea and coffee, neither is a competitor of the other. For generations past they have been inseparable companions in thought and use. They are sisters which supplement each other in daily life. They should do so in the trade.

The great American consuming public can be educated to using more tea. The story of the economy and utility of tea, of its beneficial and satisfying qualities, of its various ways of preparation and of its all-round value as a beverage and tonic is full of interest to the public and to the trade.



In possibilities for increased sales no other beverage approaches tea. Consider what doubling or trebling present tea sales would mean in increased business, and what tea sales would be if every person in America knew as much as the tea trade knows about the value and pleasure of drinking tea—hot or cold, winter and summer, morning, noon and night in the office, factory, out of doors or in the home.

All tea men can well take more interest in tea. It is the purpose of the Tea Association of the United States to increase tea consumption in this country through coordinating the effort of all tea interests at home and abroad.

Watch these two pages each month. They will inform you of matters in which all tea men should be interested.

TEA ASSOCIATION

OF THE UNITED STATES OF AMERICA, Incorporated.

106 WATER STREET, NEW YORK

ing having an air inlet port opposite the lateral connection. (Illustrated.)

Process of packing coffee—William H. Pisani, assignor to M. J. Brandenstein & Co., San Francisco; (1,347,791); the process of packing roasted coffee, which consists in vacuumizing and sealing a receptacle containing the coffee and then subjecting the filled receptacle to heat until sufficient gases have been developed within the receptacle to produce a pressure greater than atmospheric pressure therein.

Coffee-urn—Henry Strohbach, New York; (1,349,236); in an urn, the combination with a boiler, of an extract-holding receptacle therein, a coffee-holding vessel extending into said receptacle, a pipe leading from a point adjacent the bottom of said boiler above said vessel, a delivery pipe leading from the bottom of said receptacle, and a gage connected at its lower end with said delivery pipe and at its upper end with the steam space of the boiler. (Illustrated.)

Food beverage and process of making same—Kellogg Toasted Corn Flake Co., Battle Creek, Mich.; (1,349,000); a beverage product process which consists in partially dextrinizing a mixture of starch-bearing and diastatic material, while arresting the diastatic formation of maltose to about the extent which resuls from subjecting the mixture in the presence of moisture to a temperature of about 250° F. for about two and one-half hours, in powdering the partially dextrinized material and roasting the powder.

TRADE MARKS PENDING

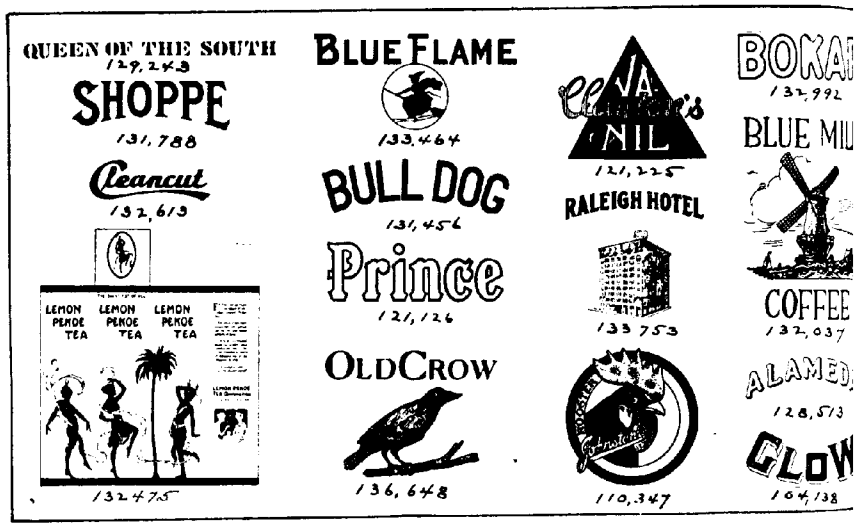
The following marks have been favorably acted upon. Any person who believes he w[ould be] damaged by the registration of a m[ark] within thirty days enter opposition to pr[oper] proposed registration. All inquiries sh[ould be] addressed to THE TEA AND COFFEE T[RADE] JOURNAL, 79 Wall street, New York, N. Y.

WEEK ENDING JULY 27, 1920

"Queen of the South"; (129,243); T[he] ville Simpson Co., Cincinnati; *Mills for [coffee], coffee, spices, and similar materials.*

"Bulldog"; (131,466); Western [Aluminum] Works, Seattle; *Aluminum coffee and [tea] stew kettles and fry-pans.*

"Bokar"; (132,992); The Great Atla[ntic & Pacific Tea Co., Jersey City, N. J.; *coffee*



TRADE MARKS PENDING

"Blue Flame" with picture of witch [on] broom; (133,464); Griggs, Cooper & Co., St. Pa[ul] *coffee.*

"Raleigh Hotel" with picture of hotel; [(133] 753); The Shear Co., Waco, Tex.; *coffee.*

WEEK ENDING AUGUST 3, 1920

"Glow"; (164,138); Liquid Carbonic Co., [Chi]cago; *flavoring syrups for carbonated and [plain] carbonated waters.*

"Shoppe"; (131,788); S. M. Flichinger [Co.,] Inc., Buffalo, N. Y.; *coffee.*

"Blue Mill Coffee" with picture of windm[ill]; (132,037); Perry W. Browning, Washington, [D.] C.; *coffee.*

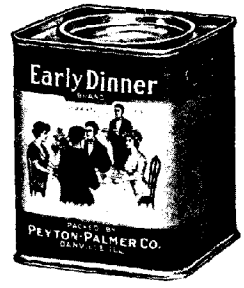
WEEK ENDING AUGUST 10, 1920

"Prince"; (121,126); Prince Macaroni M[fg.] Co., Boston; *macaroni.*

TEA CANISTERS

One of the first steps necessary to increase sales is to put your product on the market in a superior but economical package.

CANISTERS will play a prominent part in your advertising campaign if you will give them a chance.



If you need tin cans call on the Republic Can & Metal Co.
260 Gold Street, Brooklyn

The Canister Company of New Jersey

Sales Office: **19 Battery Place, New York City**
Factory: **Phillipsburg, New Jersey**

"Clayton's Vanilla" on a triangular background; (121,225); John Clayton Waltersdorff, Menges Mills, Pa.; *food flavoring extracts.*

"Lemon Pekoe Tea" (disclaimed) with picture of native women dancing; (132,475); The Lemon Pekoe Tea Corp., New York; *tea.*

WEEK ENDING AUGUST 17, 1920

"Johnston's Rooster" with head of rooster in circle) (110,247); James Johnston, Spokane, Wash.; *coffee.*

"Alameda"; (128,513); Merchants Coffee Co. of N. O., New Orleans; *coffee.*

"Cleancut"; (132,613); Edward F. Schnuck, White Plains, N. Y.; *coffee.*

"Old Crow" with figure of crow; (134,648); E. F. Jones Coffee Company, St. Louis; *coffee.*

TRADE MARKS REGISTERED

This is a record of trade marks registered for which certificates have been issued:

Figure of rolling pin in oval; (133,374); Chapman & Smith Co., Chicago; *baking powder.*
Granted July 27, 1920.

"Gold Coast," (133,843); Swanson Bros., Chicago; *coffee.*
Granted August 3, 1920.

"Blue Diamond" with figure of; (133,901); Austin Nichols & Co., New York; *coffee.*

"Dieu Ayde" on crest; (133,908); Beresford B. de Montmorency, Chicago; *teas.*

"Topsy" with figure of girl (133,934) Clarke Bros. Stores, Scranton, Pa.; *peanuts in shell and peanut butter.*

"Educator" on black band; (134,000); Johnson Educator Food Co., Boston; *cereal coffee and peanut butter.*

"Factor" in shaded circle; (134,003); D. Stuart Jones, Washington, D. C.; *coffee and tea.*

"King of the Cup" with crown on black; (127, 774); The Royall Coffee Co., Corsicana, Tex.; *coffee and tea.*

"Segbro"; (134,084); Seggerman Bros., New York; *chocolate packed in boxes and packages.*
Granted August 10, 1920.

LABELS REGISTERED

This is a record of labels which have been registered and for which certificates have been issued:

"Cup and Saucer"; (21,912); Dwinell-Wright Co., Boston; *coffee.*
Registered July 27, 1920.

"The Famous Brew"; (21,947); McCord-Brady Company, Omaha, Neb.; *coffee.*
Registered August 3, 1920.

A NEW TYPE SHIPPING DRUM

A fibre shipping drum with solid steel ends has been put on the market by the New York Container Company, Inc., New York, with a guarantee that it is sift-proof. This is said to be the first article of its kind ever sold with a guarantee of that nature.

GROCERY TRADE DIGEST

¶ The most important news happenings of the month boiled down for busy readers.

SUGAR COSTS AND PROFITS

Costs and profits of refined sugar are discussed in a report issued recently by the United States Tariff Commission. The cost data collected by the Commission, although not complete, are sufficiently comprehensive and typical to justify conclusions. The total cost per ponnd of refined sugar produced in the factories investigated ranged from 6.711 cents to 8.375 cents. Of the specific items of cost, that of raw sugar represents about 90 per cent. A small relative difference in the cost of raws may therefore make a considerable absolute difference as compared with other costs of refining. As raws differ in sucrose content, skill in bargaining for those of high sucrose content is an important means of reducing the cost of refining. Direct labor costs vary from .076 to .333 of a cent per pound, but wages enter indirectly into most of the other costs—fuel, supplies, marketing, etc. Other items of expense are cost of containers, fuel, bone-char, advertising, maintenance and repairs, and depreciation. An interesting feature of the report is a table showing the rapid rise in various items of cost from 1914 through the first six months of 1919. Altogether the total cost in 1919 was more than double what it was in 1914. The advance in price closely paralled that of cost, during the same period.

Profits and returns on productive investment are shown to have been highest in 1917. Averaging by refineries they were 10.6 cents per 100 pounds in 1914, 40 cents in 1917, 13 cents in 1918, and 31.6 cents in 1919. Reckoning by average poundage the variations in returns on productive investment were 8.64 per cent in 1914; 28 per cent in 1917; 10.32 per cent in 1918, and 19.67 per cent in 1919.

WHOLESALERS PROTEST PEDDLER CAR RULES

Claiming that the present rules on so-called peddler cars favor the large packers over wholesale grocery houses, the National Wholesale Grocers Association has filed another complaint with the Interstate Commerce Commission. They object to the practice of loading refrigerator cars destined for the shipment of perishable goods with a large proportion of non-perishable prod-

...which come into competition with other ...ble interests. It is stated that frequently ...as much as 20 per cent of the car space is loaded ...ds of the latter character.

The position of the grocers is that any space ...occupied with perishable products should be ...to all shippers on an equal basis, and that ...packers should not be allowed to monopolize ...their own goods. A point made in the peti... is that there is a great shortage of refriger... cars, and that these should be restricted to ...shipment of perishable products.

A Banker on the Commodity Market

The National Bank of Commerce, New York, recently issued this statement in regard to the wholesale commodity market: "With few exceptions, the wholesale markets are now in a condition of inactivity not paralleled since the period of uncertainty which followed the armistice. Normally, this is the dullest season of the year and the condition of stagnation is partially to be ascribed to that fact. To a far greater extent, however, it is the result of a widespread realization which has at last become general throughout the business community, that the present downward price movement is not a temporary tendency but a decline toward a new level applicable to postwar conditions, a level which can be found only by cautious experimentation in the market. It is possible that in some commodities this new level has already been reached."

A Record Canned Roast Beef Sale

The Director of Sales of the United States Department of War announced the latter part of August that the McCord-Stewart Company, wholesale grocery house of Atlanta, had contracted for all the No. 1 and No. 2 cans of roast beef stored in Atlanta, and paid more than a half million dollars for the lot. This represents the largest individual sale of War Department canned meat since the present campaign was launched a month or so ago.

First Cans Bearing Canners' Seal Appear

Cans of food bearing the sanitary seal of the National Canners Association are now making their appearance on grocers shelves. Fred F. Sanders, association director of inspection, states that a can of peas carrying the new identification mark was purchased in Eastport, Me., early in August. It was packed by a Maryland concern, and the seal had evidently been put on by either a rubber stamp or mimeograph.

MISCELLANEOUS TRADE NEWS

¶ A department covering the activities and developments of the manufacturing and distributing tea, coffee, spice and fine grocery interests and the supply trades.

CONTAINER MAKERS TO EXHIBIT

Members of the Container Club Will Hold an Exposition of Shipping Boxes and Sealing Machines

AN exposition of much educational interest to users and prospective users of solid fibre and corrugated boxes is to be held in the Grand Central Palace, New York, during the week of September 20, under the auspices of The Container Club, which includes the leading producers of such containers and the manufacturers of machines used in sealing the boxes.

While the exhibit will be held in connection with the chemical industry exposition, the preliminary plans promise a showing of containers and machinery that will interest users in other lines of trade. It is proposed to display a representative assortment of solid fibre and corrugated shipping boxes, including partitions, liners and pads, and several types of top and bottom sealing machines.

The purpose of the display is chiefly educational, it being designed to show improved methods of packing and sealing these types of containers so that they will be in proper condition for shipment.

This exhibit is representative of the work The Container Club has been doing since its inception about two years ago. The Club is composed of the most progressive firms in the solid fibre and corrugated shipping box trade who were determined to raise the business of making shipping boxes to a higher level.

A brief survey of the work accomplished or already under way includes development of a higher standard of products; establishment of a basis of confidence in the products of association members and the acceptance of the Club's symbol as assurance of quality; inauguration of a free consultation service bureau for designing shipping boxes and solving packing and shipping troubles; carrying on publicity campaigns to popularize the fibre package; investigation of improper manufacturing and sealing methods and the application of corrective measures; co-operation with trans-

(*Continued on page 330*)

The Largest Coffee Roasting Company West of Chicago Adopts NAPACAN

The Caldwell Importing Company of Minneapolis throws out all types of packages formerly used and now packs its four brands exclusively under Napacan Hermetic Seal Process

The Caldwell Importing Co., Minneapolis, Minnesota, the largest roasters of coffee west of Chicago and who are said to use more coffee packages than any concern west of Chicago, closed a contract with us some months ago for packing all four of their brands of coffee—Red Label, Gold Medal, No Vary and Blue Label—under the Napacan Hermetic Seal Process.

When the Napacan supplants all the other types of packages formerly used by a concern of the size of the Caldwell Importing Co., it is surely significant.

Mr. H. L. Caldwell, the shrewd, hustling executive of the Caldwell Company, has not built up his business to its present proportions by "hit or miss" methods. Like other important features of his business, when it comes to the packages his brands of coffee go in he prefers to buy the packages on the sound basis of facts. When Mr. Caldwell walked into our office several months ago, he had his labels with him and knew just what he wanted and he knew why he wanted it, as a long series of comparative tests that he had been conducting had demonstrated to him conclusively that the Hermetic Seal Napacan held the flavor and freshness of his coffees better than any other package. Hence, within an hour after reaching our office, Mr. Caldwell had signed a contract with us calling for the expenditure of a large sum of money for the many hundred thousand Napacan Label Sheets, Sealing Machinery, Shipping Cases, etc., required for the four brands of coffee put out under the Caldwell name and for the quality of which the Caldwell Company is responsible.

The Caldwell Company distributes entirely thru wholesalers, having more than one hundred jobbers distributing their product. Mr. Caldwell of course, in addition to the fact that he had found the Napacan holds the freshness and flavor of coffee better than any other package, had also been impressed with several other advantages of a practical nature. For example, the fact that his labels are now printed directly on the face of the Napacan so he has been able to eliminate all labor and space heretofore necessary for pasting on labels. His brands now appear to much better advantage on the shelf than was possible with the pasted label. Furthermore, his brands now continue to advertise

(Continued on Page 328)

WE SELL THE WHOLESALE TRADE ONLY

UNITED STATES FOOD ADMINISTRATION LICENSE NUMBER F-20220

C I C

CALDWELL IMPORTING COMPANY

INCORPORATED

IMPORTERS AND ROASTERS OF

COFFEE

Minneapolis, Minn. Aug. 24, 1920.

NATIONAL PAPER CAN CO.,
Milwaukee, Wis.

Gentlemen: This will confirm our order to you of this morning on long distance telephone, to ship us immediately, one car of Red and Blue Label 1 lb. cans and one car of Red Label 3 lb. cans, also to make up the Blue Label in 3 lb. size at the earliest date possible.

While it is less than one month since we received from you our first car of Red Label Cans, and while the Red Label and Blue Label are entirely new brands just going on the market, it is evident that these brands packed under your Hermetic Seal Process are going to be a grand success. We are now entirely out of these Cans and in this morning's mail received orders for 15,000 pounds Red Label alone, so it looks as though the fame of this brand is going to spread like a prairie fire. We are certainly very much pleased with the beautiful package you turned out on the Red Label and Blue Label brands.

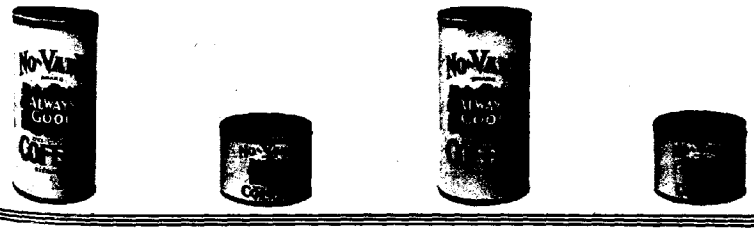
We have now been using the Sealing Machine and have packed enough Coffee in the four brands we are putting up under the Hermetic Seal Process, to state that we believe your method to be a great improvement over anything we have used in the past. In fact, we do not mind saying that we did not place our contract with you last Spring until after we had made a most thorough test of packing Coffee in the Hermetic Seal Napacans compared to the other different types of Coffee packages on the market. We found as the result of these tests, that the Napacan conserved the strength and fresh flavor of the Coffee, longer than any other package, including tin cans, and as this is the principle consideration with us, there was nothing left for us to do but to adopt the Napacan for all four of our brands, Gold Medal, No Vary, Red Label and Blue Label.

In our test we went so far as to immerse Napacans of Coffee in water for twenty-four hours without any sign of dampness coming through. Our largest Montana distributor advises he made a similar test, only he kept the cans immersed for twenty-eight hours, with no sign of dampness coming through.

Regarding No Vary. As stated on the telephone, it will be advisable for you to print up 300,000 more of these Labels, at once. Please confirm this by mail.

It is a difficult matter to conserve flavor in package Coffee, and as you have spent a large sum of money in developing a package that does this, we feel it is no more than fair to let you know that we are greatly pleased with your package, and based on actual experience we know the Hermetic Seal Napacan to be far superior to the various types of Coffee containers we have heretofore used. You can look for a constantly increasing volume of trade from our Company. Yours very truly,

CALDWELL IMPORTING COMPANY,
By H. L. Caldwell, Jr.



(Continued from page 326)

his name right up until the moment the last ounce of coffee is used, as with the Napacan the label is never mutilated or touched in any way when the package is opened in the consumer's home. The top caps of his packages are now sealed on by a unique machine which is faster and far superior to the method formerly used in attaching caps by hand.

Mr. Caldwell knows absolutely that he is getting value received in the price that he pays for Napacans and in turn he knows that he is giving value received on every pound of coffee he packs under the Hermetic Seal Process. He knows that the consumer is going to get the same freshness and flavor in the cup at the morning breakfast table that he put into the coffee when packed in Minneapolis. He knows this means she will be pleased with the brand, which means continual repeat orders with her retail grocer. This pleases the retail grocer, which means repeat orders with his jobber and this in turn, repeat orders from the jobber to the Caldwell Company.

Naturally an endless chain of this sort without a single weak link, gives a greater element of confidence than ever before to the Caldwell Sales Organization. This leads to a greater enthusiasm for the house and its products and gives a selling impetus that will not take "no" for an answer. That this leaven is already at work is quite evident from a letter recently received from the Caldwell Company, copy of which is printed on page 327. This is directly in line with the experience of all other coffee roasters who adopt the Hermetic Seal Napacan. The Caldwell Sales Organization now has a solid foundation upon which it can surely build an ever increasing demand for its brands of coffee.

We wish to compliment the Caldwell Company on their Red Label and Blue Label. In these two brands we believe they have the most striking and attractive coffee packages put out by any concern anywhere, this notwithstanding the fact that only three colors are used in the label. The striking effect achieved has been accomplished wholly thru the clever combination of colors, designing and lettering. These packages have "class" written all over them. Certainly any housewife who gets a Red Label or Blue Label package of coffee is going to "stop, look and listen." The package itself makes her do it.

In securing the business of the Caldwell Importing Company, we have added a customer who will require many millions of Napacans in the next few years and the Caldwell Company in turn will greatly increase the sale of all their brands thru the use of the Hermetic Seal Process.

So everybody is satisfied.

Napacan catalog, samples, etc., sent on request

NATIONAL PAPER CAN CO.

576-598 CLINTON STREET MILWAUKEE, WIS.

FRANCIS PEEK & CO., Ltd.

Head Office: 20 Eastcheap, London, E. C.

SINGAPORE	JAVA	SUMATRA
Laidlaw Buildings	Batavia, Soerabaja, Bandoeng and Semarang	Medan and Padang

EXPORTERS *of* JAVA TEA

and other Dutch East Indian Produce

TIN RUBBER SUGAR

COFFEE RICE TAPIOCA PEPPER CITRONELLA OIL, ETC.

WRITE TO OUR BATAVIA HOUSE AND ASK TO BE PLACED ON MAIL LIST TO RECEIVE OUR JAVA MONTHLY PRODUCE REPORT

Java Teas of Direct Import

Java Plantation Rubber

ROWLEY DAVIES & CO., Limited

Exporters and Importers

BATAVIA

JAVA

HEAD OFFICE: FENCHURCH HOUSE, 5 FENCHURCH ST.

LONDON, E. C.

Will Gladly Reply to Enquiries and Supply All Information

portation agencies in the formation of their classification specifications; founding a Fellowship at the Mellon Institute at the association's expense to carry on an exhaustive research in the fibre container field; and the working out of a uniform and accurate cost finding system.

A NOTABLE SALES CONVENTION

Franklin Baker Representatives Begin Sessions in New York and Close Them in Atlantic City

"FRANKLIN BAKER treats 'em right," was the consensus of opinion among the Franklin Baker Company salesmen at the conclusion of the three days sales convention begun at New York on August 12 and ended at Atlantic City three days later. Not only were the representatives pleased with the entertainment provided but also with the manner in which they were shown about the company's manufacturing plant and were taught about the Franklin Baker cocoanut products and processes.

The salesmen were conducted through the factory on the first day, seeing among other things the collection of milk from selected nuts, steaming the nuts to loosen the shells, shelling, paring, grading, shredding and slicing processes, and the packing of a large variety of products by automatic machinery.

After the inspection, President Franklin Baker, Jr., gave a descriptive talk about the cocoanut industry. Other addresses were made by H. W. Black, S. H. Alexander, W. T. Moss, J. K. Evans, J. H. Baker, Secretary S. B. Ferguson and H. C. Marschalk (of the Eugene McGuckin Advertising Company).

The entertainment features of the convention were a yacht trip around New York, a theatre party, a beefsteak dinner, and a trip to Atlantic City where the convention was adjourned on Saturday. The meeting was arranged and conducted by Sales Manager W. I. Goodwin.

One of the features of the convention was the announcement that the Baker salesman making the greatest progress each year would be rewarded with a free trip to the tropics.

TEA BROKERS OPEN THIRD BRANCH

Macy Bros. & Gillet, Inc., tea brokers, with headquarters in New York, have opened a branch office in Chicago, in the State-Lake building and in charge of Clarence Green who has been long identified with the tea business and for the last fifteen years has been active in the trade in Chicago and vicinity. This makes the third Macy Bros. & Gillet branch, the other two being in Boston and Baltimore.

SALIENT TRADE NOTES

The Pittsburgh branch of Joseph Tetley & Co., Inc., has been moved from the Terminal Warehouse building to Liberty avenue and Ninth street.

Atlantic City has been chosen as the meeting place for the fourteenth annual convention of the National Canners Association, to be held January 17-21, 1921. Young's Million Dollar Pier has been secured for the machinery exhibit, in connection with which it is hoped to show a model cannery under actual working conditions.

Wilcox, Crissey & Co., wholesale grocers, of Jamestown, N. Y., will soon make important changes in their coffee department. The present roasting plant is to be replaced by a new two bag roaster suitable for either gas or coal fire with complete auxiliary apparatus; the steel-cut grinding outfit will be reset. The installation will be made by Jabez Burns & Sons.

The Topeka Wholesale Grocery Company, Topeka, Kans., has begun business at 210 Kansas avenue. A. F. Bauerlein and J. E. Britton are in active charge of the business.

The coffee-grinding department of the E. T. Smith Co., Worcester, Mass., has recently been equipped with a Challenge burr-stone pulverizer.

The Scottsboro Wholesale Grocery Company, Scottsboro, Ala., has been organized by C. F. Spivey and H. G. Jacobs.

Cobb, Bates & Yerxa Co., wholesale and retail grocery house of Boston, has contracted for the installation of new coffee roasting apparatus, including two No. 1 Burns roasters with gas burners, flexible-arm cooler and stoner and complete labor-saving connections.

The Ritchie Grocer Company, wholesale grocery firm with headquarters at Camden, Ark., has opened its sixth branch, at Waldo, Ark. The company operates in Arkansas and Louisiana.

The American Stores Co. will soon extend coffee roasting operations by equipping its "Bell" warehouse at 954 Hancock street, Philadelphia, with two of the latest Jubilee roasters of 500-lb. capacity, tip-top cooler and stoner with flexible arm connection, etc.

The John W. Bishop Company and the C. A. Miller Grocery Company, both of Martinsburg, W. Va., have been merged into a new company bearing the name of The John W. Bishop Company and having $500,000 capital. John B. Steve

Sales Office

PAN AMERICAN COFFEE COMPANY

417 West Ohio Street

Chicago, Illinois

Cultured Coffee

What It Is and What It Means to Coffee Roasters

Cultured Coffee is coffee that has been inoculated with selected micro-organisms by a patented process, thereby enhancing the cup qualities and increasing the extractive values. Cultured Coffee has far reaching possibilities and deserves the careful consideration of every thinking coffee man. It has already demonstrated its practicability beyond all question. Some of the largest coffee roasters in the United States are now using it.

Cultured Coffee should be of interest to every coffee distributer not only because it produces a coffee of superior flavor and body, but also because it assures uniformity.

A complete culturing plant has been installed at Chicago, operating under license from the Floyd W. Robison Company, owners of what is known as the Robison Coffee Cultural Process.

Cultured Coffee of our manufacture is marketed under the trade mark name " Robico."

PAN AMERICAN COFFEE COMPANY

son, head of Schon, Stevenson & Co., of Huntington, W. Va., has been elected president of the new company.

The Fischer Co. of Jacksonville, Fla., has opened a coffee department. The grinding work is taken care of by a Burns No. 11 mill.

The National Spice Co., Brooklyn, N. Y., recently moved into its own building at 1990 Bergen street.

Important changes were made in the New York green coffee district on September 1. A. C. Israel moved from 103 to 95-97 Front street; C. E. Bickford & Co. moved to the offices vacated by Mr. Israel, and the Bickford offices at 120 Front street are being occupied by Ruffner, McDowell & Burch, whose headquarters are at Chicago. The Bickford company is installing a complete new testing outfit including a Burns six-cylinder sample roaster, grinder, revolving table, etc., similar to the apparatus used at their old address.

The Kopke Brothers Mercantile Company has been chartered with $200,000 capital to do a wholesale grocery business. Frederick J. Kopke is president.

The Lowry Coffee Co., Philadelphia, will shortly rearrange its coffee grinding department and install additional equipment including another Burns granulator with chaff remover, bucket elevator, etc.

The Midland Cereal Products Company, Denver, and the Campfire Company, Milwaukee, have been admitted to national membership in the American Specialty Manufacturers Association.

Thomas H. Powell, a well-known tea and coffee merchant in Brooklyn, N. Y., died August 18 at his home, 110 Decatur street.

The Boss Coffee Co. is a new concern started at Knoxville, Tenn., by Roy F. Dick. Coffee roasting operations will be carried on with a Burns No. 7 outfit of half-bag capacity.

Lafer Bros., wholesale grocers and coffee roasters of Detroit, will soon add to their plant a Burns roaster for pod peanuts, and a suction rig for cooling the peanuts after they have been bagged.

A complete coffee roasting plant will be installed in the new Massachusetts warehouse of the Great Atlantic & Pacific Tea Co., at Somerville, near Boston. A contract has been made with Jabez Burns & Sons for supplying the entire equipment, which will include four 500-lb. Jaffee roasters with tip-top coolers and shakers, green coffee milling machine and 20-bag mixer and dust suction system.

The Great Atlantic & Pacific Tea Co., Jersey City, is about to install another Burns peanut blancher.

ADVICE FOR SPECIALTY USERS

An Advertising Expert Says They Can Never Know Too Much About Their Many Publicity Mediums

"THE successful use of specialty advertising depends more upon how the specialties are used than upon what kinds are selected," said L. E. Pratt, of New York, at the recent convention of the Associated Advertising Clubs of the World.

"I know some big aggressive advertisers who can use a cheap specialty and get five times the results another less well-known advertiser can get from a far better, more expensive specialty. In the first case the field is all cultivated, and the silent salesman helps mightily to harvest the sale crop because it lends the added powerful, personal appeal at just the right moment.

"I believe that men in the specialty field know relatively more about other advertising mediums than the promoters of other mediums know about specialties, but men in the specialty field can never know too much about the newspaper, the magazine, the painted board, the street car card, the theatre program and the advertising film because the more these other great mediums are intelligently used by the advertisers, the better the silent, personal salesman, the specialty, can work for him.

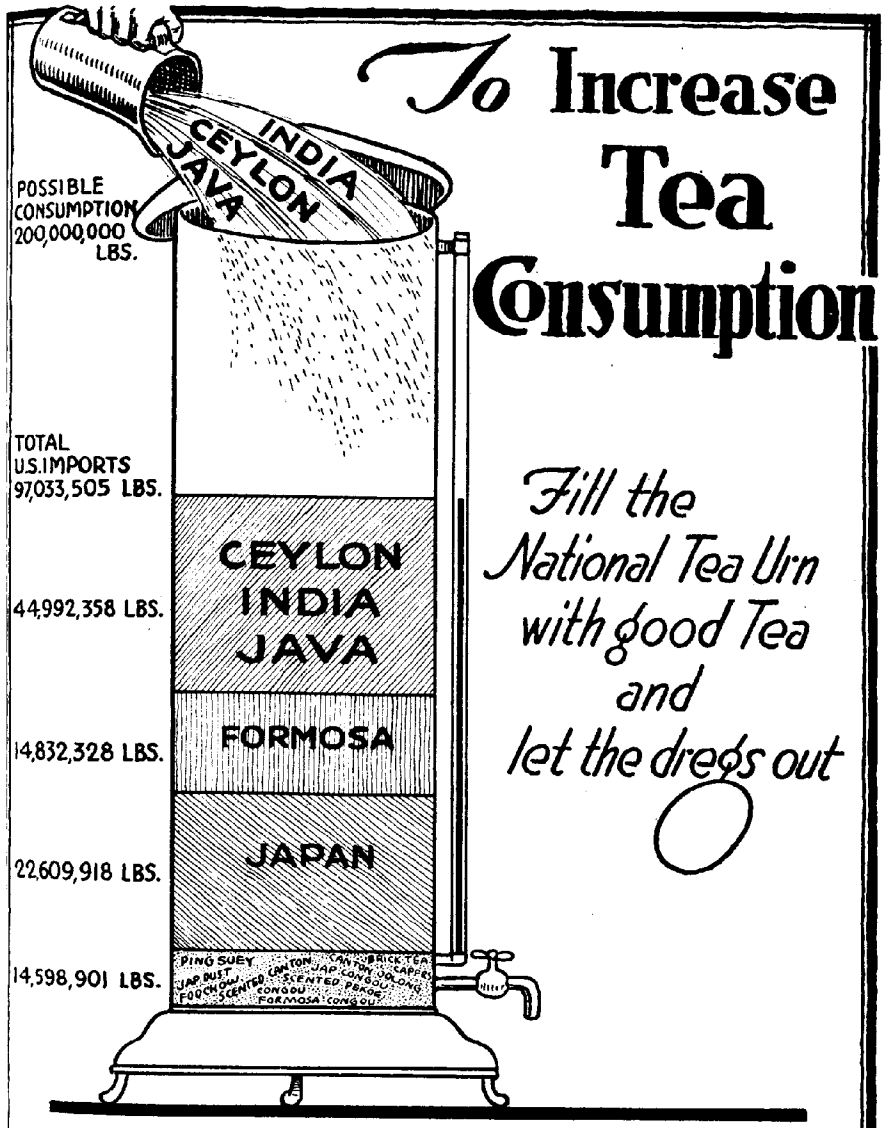
"Many a specialty died on the job just as many a flesh and blood salesman has gone by the board because the job of making a new, unknown name famous single-handed is a big job, getting bigger every day."

NEW YORK BAKING POWDER CO., Inc. (of Delaware) **ALBANY, N.Y**

Manufacturers of High Grade Baking Powders

Packers of Cocoa, Corn Starch, and Soda

Private Brands Our Specialty ***Largest assortment of Stock Labels***



HANDELMAATSCHAPPY "TRANSMARINA," INC.

(Trading Company "Transmarina")

94 FULTON STREET, NEW YORK, N. Y.

MARKETS OF THE WORLD

Latest News Letters from Staff and Special Correspondents in Foreign and Domestic Trade Centers

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal

NEW YORK, Sept. 3, 1920.

THROUGHOUT August, barring a brief period just at the finish, the remarkable break in green coffee prices which furnished one of the sensational features in commodity markets during July was still in progress. For long periods demand was almost entirely lacking, and hence holders in their efforts to move their goods reduced prices approximately 2 to 3¼ cents. From the bottom levels, which were the lowest recorded since September, 1917, there was a recovery of ½ to 1 cent toward the end of the month.

Similar conditions, of course, prevailed in Brazil, Rio 7s at one time showing a loss of 3$075 reis compared with the quotation of July 1, while Santos futures suffered a maximum loss equivalent to 3½ to 4 cents for the same period. Quotations in those markets likewise had a moderate recovery toward the last.

The prevailing weakness was largely traceable to the lack of European demand, and hence the arrivals, while just about of average volume, proved to be excessive. This condition was augmented by the fact that a large part of the arrivals proved to be deficient in roasting quality and were pressed for sale, being unfit for delivery on the large contracts made months ago for shipment to this country. Therefore the predictions that covering by shippers of these contracts would absorb the early arrivals and sustain the market were not realized.

According to experienced and conservative traders, the weakness here and in Brazil was traceable almost wholly to unsatisfactory world-wide conditions which have led to a universal bearish sentiment, resulting in sensational declines in numerous staple commodities. The more prominent items were: world-wide opposition to high costs; financial stringency, restricted credits, and the unsatisfactory political situation in Europe. In some quarters the crash in sugar prices was held to be largely responsible for the failure of many wholesale grocers to buy coffee, many of them being heavily over-loaded with high-priced sugar which showed them serious losses.

Viewed from the supply and demand standpoint, the position, in the judgment of unbiased dealers, was as strong as ever. They point out that there is no undue accumulation in either producing or consuming countries. The Brazil 1920-1921 crops are below the average and below the world's yearly requirements. It must be recognized that Europe has not been buying as freely as was expected. Last crop year the deliveries there were about 7,000,000 bags; before the war the deliveries were about 11,000,000 bags. The world's consumption last year was from 17,500,000 to 18,000,000 bags. The world's 1920-1921 crops are estimated as from 17,000,000 to 17,500,000 bags, and the total visible supply on July 1 was only 6,675,000 bags. This suggests that the visible supply on July 1 next year will be the smallest in twenty years, so that if there should be any serious curtailment of the crops now growing in Brazil there is probability of a famine before 1922-1923. Moreover, prices prevailing in many producing countries are so low as to give little encouragement to growers.

MILD COFFEES DULL AND WEAK

Demand for mild coffees has been so poor practically throughout the month that there has been virtually no market. There was slightly more inquiry from the interior toward the end, but conditions were still decidedly unsatisfactory. Arrivals have been liberal and deliveries below the average. Hence stocks have increased materially, at one time being nearly 900,000 bags, the largest ever known, against about 440,000 at the same time last year. Latest quotations show an average decline for the month of about five cents a pound.

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ANNOUNCEMENT

Realizing the importance of personal representation in the larger distributing centers, and in accordance with our policy of trying in every way to improve and extend our service, we take pleasure in announcing the opening of a branch office in Chicago. We believe this will add greatly to the value of our organization to all of our customers. Mr. Clarence Green, well known to the tea trade, will represent us.

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COFFEE'S STATISTICAL POSITION

	1920 Bags	1919 Bags
World's visible supply Aug. 1	7,033,414	7,158,044
Visible supply in U. S., all kinds on Aug. 30	1,823,128	1,275,000
Deliveries in U. S., for one month ending July 31	823,715	962,211
Deliveries in Europe for one month ending July 31	375,522	649,456
Stock in Rio on Aug. 30	383,000	557,000
Stock in Santos Aug. 30	1,920,000	4,836,000
Receipts at Rio month of July	483,000	404,000
Receipts at Santos, month of July	1,753,000	962,000
Price, spot, Santos 4s, New York, Sept. 1	15¼c	27¾c
Price, spot, Rio 7s, New York, Sept. 1	8¾c	19c
Rio exchange on London, Aug. 30	13⅞	14-11/32

TEA MARKET DULL AND LOWER

Demand for tea has been extremely inactive during the month and prices were generally on the down-grade. Since our last review there has been a decline of about 5 cents in Indias, Ceylons and Javas and of 3 to 5 cents in Pingsueys. During the final week a slight improvement in demand was noted. Distributors were buying in a small way to cover immediate needs and it was evident that many of them had permitted their stocks to become practically exhausted. Hence the impression prevails in some quarters that a fairly active buying movement will be seen in case of any improvement in financial conditions.

A striking feature has been the impossibility of selling any of the new crop Japan teas recently received. These teas cost the highest prices in the history of the trade and practically no bids have been heard. It is evident that buyers have determined to hold off until prices drop closer to pre-war levels. Even where holders have been willing to sell at a loss of ten cents it has been extremely difficult to find buyers. The arrivals of new crop Formosas, which are generally described as good teas, have also met with little demand. Advices from Formosa indicate that this crop will be only about 12,000,000 pounds, compared with a recent average of about 17,000,000.

SPICES DULL AND LOWER

Speaking in a general sense the spice market has been dull and depressed during the month, largely in keeping with the weakness in commodity markets. In the latter part of the month some improvement was noted, strikingly in cloves, red peppers, and some others as stocks available at current prices are small and inadequate for large trade or seasonal needs. At times pepper showed independent strength as spot stocks were at a low ebb, and there is little chance of increases in the near future as purchases in the Orient have been small.—C. K. T.

COFFEE TRADE OF SALINA CRUZ

The exports of coffee from Salina Cruz, Mexico, to the United States during the first six months of 1920 were 5,844,381 pounds as compared with 4,821,019 pounds in the corresponding period of 1919. For the entire calendar year 1919 the declared exports of coffee from this district were 5,985,858 pounds valued at $1,602,269.71.

In addition to shipments to the United States about 60,000 pounds were shipped to London via New York and about 800,000 pounds were shipped to Hamburg during the first half of the present calendar year. Because of extreme shortage of cars to move freight to the ports since last February considerable stocks of coffee, estimated to be about 5,000,000 pounds, remain in Chiapas awaiting shipment. Of these stocks about 2,000,000 pounds are held in Tapachula and about 1,500,000 pounds at Huixtla, with small amounts at other places.

FOR A COFFEE PULPER CONTEST

The Nederlandsch-Indisch Landbouw Syndicaat with headquarters at Soerabaya, Java, has laid plans for a competitive test of Robusta coffee pulpers, offering a prize of 3,000 Java guilders for the best machine. In addition to considering the quality of work performed, the jury will also consider capacity, power requirements, construction and finish, simplicity in operation, and price. Pulpers are to be sent transportation prepaid by competitors to a town in Malang district, Java, to be indicated later by a committee of the Malang Agricultural Society. Dr. G. Otten is president of the Syndicaat and W. R. Aalbers Brusse is secretary.

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THE SAN FRANCISCO MARKETS

Tea and Coffee News of the Pacific Coast Centers Gathered by Our Own Correspondent

SAN FRANCISCO, August 28, 1920.

VERY little buying is reported in the tea market here, which has been quiet for some time. Good values may be obtained at present in most grades, excepting first quality Japans, which are very scarce and high.

Sensational recession in coffee prices during the past month on the market here are attributed mainly to the influence of the world's depressed financial condition. Declines of about 200 points in options have taken place within the last thirty days, which, with a recession of from three to four cents per pound on actual coffees, has made the market very uncertain. Consequently it is difficult for either buyer or seller to establish a trading basis.

Deliveries from first hands since July 1 were: 4,870 bags Costa Rica; 5,510 Nicaragua; 20,414 Salvador; 26,209 Guatemala; 2,689 Mexican; 12,494 other kinds, making a total of 72,186 bags. For the same period last year 146,341 bags were received.

An early fall resumption of activity is beginning to be felt by roasters and jobbers, though during the past month vacations have been in full swing and members of the trade have been generally resting. Roasters here have been using their large surplus stocks fearing to enter an unsteady market, and in order to continue present prices on their stock on hand.

A great help to the trade in this section of the country during the summer months has been the large demand for coffee from hotels and restaurants, which was created by the great number of tourists who came to California this summer. On the whole the roasters report business better than they had anticipated and far ahead of the usual summer trade.

In addition to the increased demand resulting from the presence of tourists, many local coffee men are of the opinion that consumption will continue to increase steadily along with other groceries, as a result of increased food purchases due to prohibition.

Robert B. Bain, of Bain, Alexander and Company, recently lost his wife by death.

George W. Casswell & Company, have bought an auto truck which is painted in the colors of their leading brand, "National Crest."

G. P. M.

BRAZIL'S COFFEE TRADE

First Hand Observations of Happenings and Conditions in the World's Greatest Coffee Producing Country

(SPECIAL CORRESPONDENCE)

RIO DE JANIERO, August 2, 1920.

THE foundation stone of the new coffee exchange at Santos has been laid by the president of the State of Sao Paulo.

The building, which is being constructed by the Companhia Constructora de Santos, will consist of three stories, and will be 70 metres long. The ground floor will consist of a general hall, a room for the official money exchange brokers, another for the official coffee brokers, the main hall for the exchange transactions, rooms for correspondence, etc. The official coffee-grading room will be on the first floor. The rest of this floor being intended mainly for offices of exporting houses. The second floor is for offices of brokers.

An official coffee exchange was founded in Santos only a little more than two years ago

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considerable doubt being felt at the time as to its success. The fact that it has proved an unqualified success is shown by the decision to construct the new exchange, the present quarters being no longer sufficient for the purpose. The president of the coffee exchange states that the number of brokers is now four times larger than when the exchange was started, and that since the inception over 60,000,000 bags of coffee have been sold.

Dark Outlook in Sao Paulo

In regard to business conditions in Sao Paulo, the outlook is anything but bright. Judging by the failure of Joao Osorio, one of the leading coffee brokers and exporters of Santos, resultant upon speculation on an oversold market, further trouble would seem to be eminent.

In June last, speculators at Santos were very active and played the frost bogey for all they were worth; on this fizzling out and notwithstanding their efforts to maintain the market, prices fell. On June 5, September options were quoted at 13$210, dropping steadily to 10$275 by Saturday last. The panic at Santos at end of June was the signal for the debacle, which culminated in the failure, amounting to 11.000:000$ (about £600,000) of the firm named above, and a further drop in exchange.

At S. Paulo the market is somewhat nervous under the shadow of this important failure, though the recognized soundness of business in general at S. Paulo will, undoubtedly, offset this. However, further trouble would seem to be ahead, especially at Santos, where the oversold state of the coffee market and small entries are making brokers and shippers feel uncomfortable.

August and September liquidations may prove a reflex of June. Money is getting tight and discount rates have an upward tendency. Collections in the interior have been fairly good, although the nervous state of the market may lead to more protests than normally.

There is plenty of coffee up-country, but transport difficulties and the large cereal crops hamper entries—the root of the present trouble. The cotton crop, of which great things were expected, will be a failure this year in consequence of the ravages of the pink boll worm.

Coffee Clearances from Rio and Santos

It has been estimated here that 10,075,565 bags of coffee were shipped overseas from Rio and Santos during the fiscal year ended June 30, as compared with 9,659,089 bags in the 1918-19 fiscal period. Here is how the shipments were distributed in both years:

	1919-20	1918-19
United States	5,709,725	3,899,514
France	1,710,223	2,530,255
Cette (Switzerland)	.....	74,286
Italy	533,507	595,977
Trieste and Ragusa	123,633	78,000
United Kingdom	66,295	214,882
Gibraltar, Malta, Barbad.	20,130	65,481
Canada	5,300	20,400
South Africa	223,217	122,410
North Africa	133,022	38,213
Egypt	51,884	.....
Belgium	310,387	366,643
Holland	196,559	92,147
Scandinavia	554,450	732,432
Spain	43,709	277,127
Portugal	13,446	387
Plate and Pacific	306 865	407,592
Japan and East	5,006	558
Russia and Finland	260	62,110
Greece	13,350	75,175
Roumania	.....	1,000
Bulgaria	.....	500
Turkey	9,800	6,000
Germany	44,797	.....
Total	*10,075,565	9,659,089

* Subject to revision.

The largest shippers were: R. Alves, Toledo & Co., 1,075,519 bags; Naumann, Gepp & Co., 814,847; Cia. Prado Chaves, 466,156; J. C. Mello & Co., 456,005; Hard, Rand & Co., 397,201; Arbuckle & Co., 397,187; J. Aron & Co., 308,005; S. A. Casa Picone, 281,812; E. Johnston & Co., Ltd., 280,994; Leon Israel & Co., 261,771; S. A. Casa

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"We Really Must Get After That Thing Some of These Days"

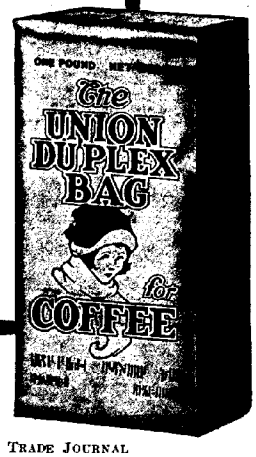
It doesn't *require an outsider* to observe shortcomings in a business management. We can all see plenty of details that ought to be changed right in our own shops.

Nearly every Coffee Merchant, for instance, has at least one package which he well knows isn't doing him justice—and, whenever a re-order is necessary, he promises himself that some day he must get after that thing and fix it up.

But the need for containers is pressing. Other matters demand his attention. Working out an improvement in a label is an exacting job. And somehow the old package goes on, year after year.

The nature of today's business activity makes it easy and natural for any of us to neglect little matters like this in behalf of others more "urgent."

But there's no *need* to neglect coffee packages—because we maintain a Department to relieve you of just this kind of worry. For suggestions, for the execution of an idea you already have, or for counsel on colors, "appeal", and that sort of thing—come to us.



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Michaelsen Wright, 204,225; S. A. Levy, 182,946; Silva Teixeira & Cia, 176,991; Freitas, Lima, Nogueira & Cia, 153,078; Grace & Co., 153,046; Cia. Paulista de Exportaçao, 138,586; De la Cour & Cia., 126,199; S. A. Casa Malta, 120,714; Nioac & Cia., 115,156 bags.—FAZENDA.

OUR LONDON LETTER

The Latest News from Mincing Lane and the Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,
34 Cranbourne Street, London, W. C. 2.

LONDON, August 4, 1920.

TRADE competition at the recent tea auctions having further developed on a very satisfactory scale, the tendency of prices upon the whole has remained quite firm. The improvement within the last two or three weeks has been very marked in the case of the good and finer grades, while sound common descriptions have also hardened appreciably. Even low grade tea has been a little firmer. There is not much tea to be got at anything below 12 cents per pound as compared with 10 cents and even less a few weeks ago, when depression was most acute. The demand for foreign descriptions has likewise been active, with a corresponding rally in prices. Last week's catalogs indicate an increase of some 8,000 packages at well over 64,000 packages for Indian and Ceylon teas. This increase is probably considered justified by the fact that the auctions are being suspended over the holiday period.

One weakness of the tea position is the appearance of a number of outside speculators, who have been drawn in by low prices and the chance of easy profit. These "punters" will probably burn their fingers badly. There have also been some well-known Dutch traders here.

Along with these facts, however, there is news of a cooling nature. A large quantity of tea held for Russian account at Vladivostok for the past three or four years is now on its way to be sold here. One steamer is, in fact, already here in the Thames with 20,000 packages on board. Three others are to follow with a total of about 200,000 packages, or 20,000,000 pounds weight of tea. The orders are to sell these at the best prices obtainable. If this does not take some of the "gilt" off the market in the near future it will be a surprising thing.

THE LONDON COFFEE TRADE

The coffee trade is taking a brief holiday and no auctions will be held before August 10. At recent auctions only moderate supplies were offered and met a fair demand at steady but dearer prices. Good qualities were manifestly wanted and easily realized stiffer rates. There is rather more inquiry for export, business in this direction for some time past having been very quiet. The good quality of Jamaica received late in July is reflected in the better prices but it is to be feared that with fuller supplies a lower acreage would be recorded. Sales before the adjournment included good Brazilian at $16 for autumn delivery up to Jamaican and Colombian at $29. (These quotations are worked out on the basis of an exchange rate of four dollars to the pound sterling.)

COCOA TRADE IS DULL

The cocoa market is depressed and nobody seems inclined to operate, although holders are prepared to shade away prices to meet buyers. Public sales are suspended and private business is of very small amount at irregular prices. There are not expected to be any important sales on this side before August 9. Sound Grenada is returned at about $3.00 per hundredweight (112 pounds) cheaper than at this time last year. It is often taken as a fair average type of cocoa in general.—THOMAS REECE.

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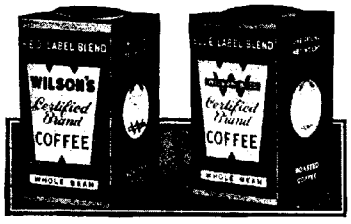

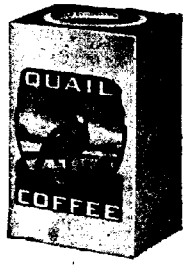

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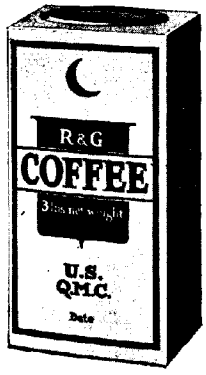

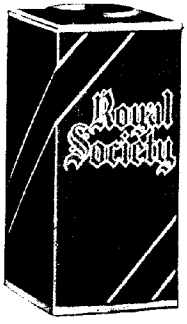

CHINA TEA TRADE NOTES

The Shanghai Market Has Been Quiet, There Being Little Demand for Either Blacks or Greens

(SPECIAL CORRESPONDENCE.)

SHANGHAI, July 1, 1920.

THE tea market here was very quiet during the week ending June 12, with arrivals of 50,000 half chests and sales of 2,500 h/c. Only a few lines of greens, Wenchow, were received, and the market opened a point or two lower than last year, with only a small business done. Opening prices for Wenchow new tea were Sowmee at taels 30; Points at 12/30; Gunpowder 25/33, and Foongmee at 22.

During the week ending today (June 19) 65,000 half chests of Keemuns (black) arrived, with settlements of 4,600 h/c; price taels 27 to 50. Late arrivals showed poor quality and very rough leaf.

Among the green teas, a few chops of Moyune and Teenkai Chunmees were put on the market. Their quality is better than last year, but there has been no great demand. Two chops were settled at taels 42.

Wenchows.—1,500 half-chests have arrived. These teas are of better quality than usual, and 700 half-chests have been sold. Prices are Tls. 12 for Points, Tls. 33 for Gunpowders, and Tls. 30 for Chunmees.

Hoochows.—Arrivals 5,000 half-chests. One chop of 1,000 h/c has been settled at Tls. 28½. The quality of this district is also better than last year.— E. C.

PEANUTS IMPORTED IN 1919

(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C.; August 10, 1920.—According to figures compiled by the Bureau of Foreign and Domestic Commerce, 24,179,687 pounds of shelled and 5,667,354 pounds of unshelled peanuts were imported into the United States during the calendar year of 1919. In the same period 19,778,490 pounds of peanuts were exported. The origin of the imports is given as follows:

Countries.	Pounds. Not Shelled.	Pounds. Shelled.
Italy	11,023	.....
Spain	283,895	.....
England	560	.....
Canada	84,165	2,880,368
Salvador	2,978	.....
Mexico	215,479	.....
Argentine	150	.....
China	597,507	2,456,638
Dutch East Indies	111,946	769,644
Hongkong	276,800	1,491,513
Japan	4,082,851	15,881,119
German China	.....	400,000
Japanese China	.....	300,000

INDIA'S TEA TRADE

The Latest Facts and Comments on Conditions Affecting Price and Production

(SPECIAL CORRESPONDENCE)

CALCUTTA, July 3, 1920.

THE collapse of the local market at the first sale of the season held on June 15 was not wholly unexpected. In Colombo teas below a certain quality have been almost unsaleable for several weeks past and large lots have had to be withdrawn. Last week the decline affected pekoes, nearly all of which were withdrawn while orange pekoes were difficult to sell. For numbers of parcels no bids have been forthcoming.

Quotations for all kinds in Colombo have been receding from week to week and the situation in Ceylon has been regarded as serious by authorities on the spot. The London market too has dropped regularly from week to week until at the time of the first Calcutta offering the quotation for clean common was no more than 7d. This figure would have satisfied producers in pre-war days when exchange was at 1s. 4d and

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AMERICAN CAN COMPANY

freight at 27s. 6d. per ton, but now with the great rise both in exchange and freight added to increased cost of production at the garden, 7d. is not a paying price. All teas in London too have been dropping in price till the general average has sunk to about 14d.

In the circumstances it was not surprising that the trade should prove extremely cautious in dealing with offering put before them on June 15. It had been recommended by the Indian Tea Association that sales should be postponed as late as possible and the quantity offered strictly regulated, but this scheme was evidently overruled, for 23,836 packages were catologued for June 15 against only 15,717 packages on June 12 last year and 9,409 packages on June 11 the year before, which was rather forcing matters.

To add to the difficulties of the sale, the quality of the lots on offer was, generally speaking, below the average usually met at first sales. Darjeelings were not up their usual mark. Assams were below par and the same may be said of Dooars, though there were a few exceptions from both these districts. The quality of Cachars and Sylhets was poor. All round the offering was not an attractive one which was particularly unfortunate on such a market as the present.

What chiefly depresses demand now is the loss of a great part of our trade direct from Calcutta to countries other than the United Kingdom. Notwithstanding our hopes from a drive America the realization of our expectations still eludes us. Time will no doubt convince the Americans of the value of tea as a substitute for stronger drinks, but at present they seem to be running on coffee and "soft" drinks with plenty of sugar. The Americans are an incalculable people. There is only one thing sure about them and that is that they will fall to vigorous advertisement and for this reason it is strongly to be hoped that the Tea Cess Committee's scheme for raising sufficient funds will not be frustrated. The seventy-five thousand rupees allotted for this season's work in America will scarcely touch the matter. The American organization with which the Committee have been in communication state that the allotment necessary would be $500,000 or ten to eleven lakhs of rupees. This is more than double the amount of the whole cess levied at present.—CHARLES JUDGE.

The Ellis Importing Company, tea, coffee and peanut house in Philadelphia, moved on September 1 to new and larger quarters at 126 North Delaware avenue.

Pioneer Builders of

CANNING AND PACKAGING MACHINERY

For weighing, filling and capping
square or round containers or cartons

Guaranteed speed of 100 per minute. Any package—any product. Thirty-four years practical experience.

C. T. Small Manufacturing Co.

6761 Vernon Avenue St. Louis

FIDELITY CAN CO.

BALTIMORE, MD.

Manufacturers of

TIN CANS AND TIN CONTAINERS

Manufacturers of BOX SHOOKS and BOXES for ALL CONTAINERS

REGARDLESS of how your product is put up—whether it be in tin, cardboard, glass or paper, *H & D Corrugated Fibre Board Boxes and Packing Materials* offer you a safer, easier and more economical way of packing for shipment.

CORRUGATED H&D FIBRE BOXES

The Hinde & Dauch Paper Company
851 Water St. Sandusky, Ohio

Star Boxes ARE **Fairly Priced**

—FOR—
Freight
Express
Parcel Post
Shipments

STAR CORRUGATED BOX COMPANY, INC.
...ront, Gouverneur and South Streets NEW YORK CITY

PREMIUM MEN'S CONVENTION EXHIBITS

¶ A "Directory" of the leading displays to be shown at Hotel Pennsylvania, together with a list of representative articles that will be featured and the names of men in charge of the exhibits.

THE exhibits at the conventions of the National Retail Tea and Coffee Merchants Association have always been an outstanding feature for delegates, and have been the means of bringing a large number of members to the meeting. Each year its importance has increased and the number of exhibitors has grown larger. For this year's meeting, which is to be held in the Pennsylvania Hotel, New York, September 14-17, present indications are that all records will be broken, and that the exhibits will include practically every item of merchandise a tea and coffee man can use.

For the benefit of the tea and coffee men, both those who attend and those who do not, THE TEA AND COFFEE TRADE JOURNAL has canvassed the exhibitors for lists of the products they expected to display and the names of the men in charge of the booths. This information is printed below, in alphabetical arrangement for quick reference. It was hoped to include the locations of each firm's display, but a delay in making assignments of spaces prevented. While the list is not complete, it does include the representative firms and indicates the large variety of articles on display.

In the following "directory" the names and address of the exhibitor is given first, the names of the individuals in charge of the displays in brackets, and the articles exhibited come last.

Aluminum Products Company, La Grange, Ill. (Sales Manager, A. C. Wright; H. B. Klusmeyer, J. S. McKibbin, Mr. Carsey, Mr. Deike, Mr. Saland, J. M. Rose, Alex. Freedman, Al. Stanton); aluminum ware and cooking utensil specialties.

American Mfg. Co., 19 No. 7th st., Philadelphia. (P. K. and Geo. W. Clark); aluminum ware, cut glass, pottery, dolls and Japanese vases.

American Pretzel Co., Widener bldg., Philadelphia. (Sales Manager, Charles G. Weber and B. I. Lebowitz); package pretzels.

Arcade Manufacturing Co., Freeport, Ill. (O. A. Seitz); coffee mills.

Arcadia Food Co., 174 Hudson st., New York. (C. G. Hookway); jelly powder, chocolate, cocoanut and lemon pie filling.

PLAIN DECORATED

TIN CONTAINERS

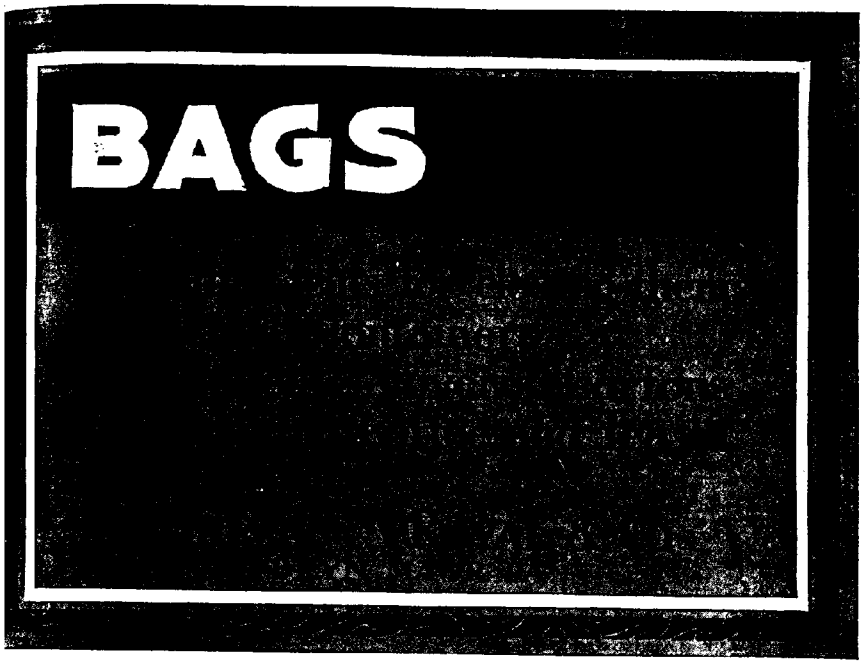
—for the—

Tea and Coffee Trade

FEDERAL TIN CO., *Inc.*

Baltimore, Md.

SPICE CANS DRUG SPECIALTIES



CANS

All Tin, Fibre

Fibre Body, Tin Top and Bottom

GILLE MFG. CO., KANSAS CITY MISSOURI

Stadler Photographing Co., 67 Irving place, New York. (H. D. Wills, F. A. Rhone and R. C. Bagby); photographic reproductions of samples.
Sterling Products Co., Easton, Pa., (Wm. A. Houck); liquid blueing and rust stain remover.
Sunlite Aluminum Company, Milwaukee, Wisc. (F. J. Lichtner, M. K. Clark, F. C. Tase and H. A. Ernold); aluminum ware.
Union Bag and Paper Corp., Woolworth bldg., New York. (Walter B. Tappen, Jr.); special "wagon-route" bags.
Wabash Basket Company, Converse, Ind. (Vice-President A. Loewenberg); shopping and motor bags, arm and wagon baskets.
William Waltke & Co., East Grand ave. and Second st., St. Louis. (Charles Brown); toilet soaps.
George F. Wieman Co., 406 Greenwich st., New York. (C. C. Jolliffe, Edw. Fay and Miss Helen Korff); coffee demonstrations.
Wilmar Manufacturing Co., 331 N. Lawrence st., Philadelphia. (George S. Murphy, John T. Breit and Harry C. Bennett); peanut butter.
Wolverine Spice Co., Grand Rapids, Mich., (President G. A. Plumb); pie fillings.
Allen B. Wrisley Co., 913 So. Wells st., Chicago. (J. A. Barry); perfumes, toilet preparations and soaps.
A. M. Young & Co., Kalamazoo, Mich., (A. E. Lindley); household aprons.

WINS COFFEE RR. RATE PROTEST

(From a Staff Correspondent)

Washington, D. C., Aug. 23, 1920.—The protest recently filed by the Fort Smith Coffee Company against the proposed increased carload freight rate on coffee from Galveston and other Gulf ports has resulted in an order by the Federal Trade Commission to suspend, from September 5 to October 5, the operation of schedules that would advance the rate. Lamm.

Women *Will* Shop!

Give a woman a *reason* to buy your goods and she will travel blocks to get them.

Her chief desire is home beauty and home service.

Cater to that desire. Give her chinaware as a premium. Write us today for the details of the Saxon Plan. Increase sales at little or no cost. Write today.

The Saxon China Co.
302 BAUGH STREET
Sebring, Ohio.

We are one of the largest producers of

BULK COCOA

in this country

Our quality and prices are right

Samples and Quotations Gladly Furnished

BLUMENTHAL BROTHERS
Bridesburg Post Office **PHILADELPHIA, PA.**

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tins under your

Private Label

We make American and Dutch Process Cocoa

Write for our *Latest Price List* State Style of Packing and *Quantity* Required Annually.

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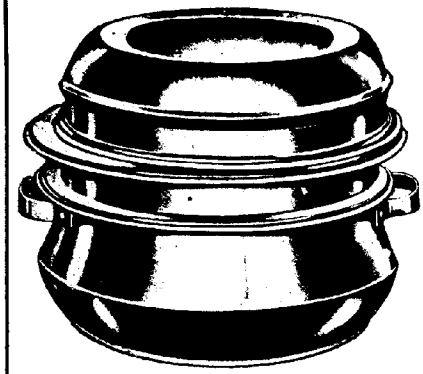
AMBROSIA CHOCOLATE CO.
331-333-335 FIFTH AVE.
MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA MANUFACTURERS

The Peerless Set—Sixteen in One



HEAVY PURE MANGANESE ALUMINUM. In price, one article. In usefulness sixteen or more. Each of the articles in this Combination has its own particular use, and they combine to form a great variety of necessary utensils.

Singly or in combination the "Peerless" supplies: 4 qt. Serving Dish and Stand; Pie Plate; 4 qt. Sauce Pan; 2 qt. Covered Bake Dish; 2 qt. Pudding Pan; Cereal Cooker; Double Boiler; Chafing Dish; vegetable Cooker; 2 qt. Colander; Handled Deep Roaster, etc.

ALUMINUM PRODUCTS COMPANY
Dept. "A" La Grange, Illinois

SUMMER PROFITS

A fast seller, a universal and immediate repeater, a big profit producer.

CENT-A-GLASS
Concentrated true fruit

Packed your label
Write for full particulars

Federal Pure Food Company
2309 Archer Ave. Chicago

MOTOR CLUB COFFEE

50 CUP POWER

Like a Good Motor Car Costs a Trifle More Money But Goes Twice As Far

"Ask Those Who Drink It"

BIEDERMANN BROS.
727 W. Randolph St.
Chicago, Ill.
Roasters *Importers*

FOR BETTER DELIVERY METHODS

¶ A department for discussion of delivery problems, designed to be of real help to present and prospective users of motor trucks

ON CHANGING DELIVERY SYSTEMS

What Every Business Man Should Determine Before Abandoning Horses in Favor of Motors

BEFORE changing from horse drawn wagons to motor trucks every business man should get favorable answers to these ten questions: What will it cost? Can I expand my business? Can I reduce my equipment? Can I carry bigger loads? Will it speed up delivery? Will it speed up business in general? Must I change my storage facilities? What provisions must I make for repairs? Are my drivers competent? How shall I keep track of my trucks?

Thus writes a truck authority in "Commercial Vehicle." He goes on to tell how the S. S. Pierce Company, the large Boston wholesale and retail grocery house made the change, as follows:

A good example of how these questions determined the installation of a fleet of trucks may be taken from the experience of the S. S. Pierce Company.

That company bought its first truck in 1913. At that time the company's deliveries were centered in Boston. Three hundred horses and about 150 wagons were used. Since 1913, the number of horses has gradually grown smaller until now there are only fifty taking care of twenty wagons. Forty-nine motor trucks have taken the place of the 250 horses and have in turn built up the business to over 100,000 customers.

Taking up these ten questions one by one, according to their sequence of importance, the first to be considered is the determination of the utility of motor trucks versus horse vehicles in hauling groceries.

The cost of delivery is the paramount issue to be decided upon before anything else is brought up. The Pierce company found that motor trucks are cheaper than horse wagons both in the warehouse and freight haulage and in the deliveries from the stores to the customers. Though the initial cost of the motor trucks exceeded that of the horse wagons, the greater tonnage carried and the speed of the motor trucks more than made up for the difference in price and as a result brought the cost per unit delivery down below that of horse wagons. The reliability of the motor trucks throughout the year in [illegible] and short hauls brought out more forcibly their greater efficiency.

The next question to be answered is [illegible] it is possible to expand the business with [illegible] trucks. This goes hand in hand with the pre[illegible] question, for it determines for a large part the utility of the truck in long and short [illegible] Grocery concerns that have been using horses [illegible] short hauls throughout the city, as in the [illegible] of the Pierce company prior to 1913, should consider motor trucks from the viewpoint of [illegible] ness and efficiency of service. The forty-[illegible] ton Autocars and four ¾-ton Reos used by the Pierce company make daily deliveries to [illegible] mers within a radius of 20 miles outside [illegible] Boston, and during the summer months take [illegible] of customers at the summer resorts some 40 [illegible] away. It is manifest that horse vehicles with [illegible] speed is limited to 8 or 10 miles per hour [illegible] not possibly make these deliveries.

The third question, on whether it is possible to reduce the equipment, is well answered in the experience of the Pierce company. That company, as stated before, has disposed of 250 horses and 125 wagons and replaced them with forty-one Autocars, four Reos, three 5-ton Pierce-Arrows and one 5-ton electric, a total of forty-nine. The four 5-ton trucks are used for bulk haulage from the freight stations to the warehouse and from there to the three stores in Boston and Brookline.

In answer to the question of carrying bigger loads, the Pierce company found that when using horse wagons it had to first consider before sending one out whether it was possible for the horses to take care of a capacity load over certain routes. If there were many grades the load had to be split up and taken care of by two wagons instead of one. The 2-ton Autocars take capacity loads on every trip, regardless of whether a route is hilly or not. The ¾-ton Reos are used for city deliveries.

Given the same loading and unloading conditions that were used when the deliveries were taken care of entirely by horse wagons, the Pierce company has been able to greatly reduce the time of loading and unloading with motor trucks. It is now possible to load and unload the four 5-tonners at the warehouse at the same time whereas the ten horse wagons formerly used were often forced to wait in line because there was not enough room for all of them at one time. With the larger and more speedy motor trucks, it is possible to make quicker deliveries to the three stores. As the loading of a 5-to

Ritchie's ALL FIBER CANS
TIN TOP AND BOTTOM CANS

The ideal container in place of expensive tin cans, *Ritchie's* Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Cocoanut and all dry foods.

Quotations and samples promptly forwarded

W. C. RITCHIE AND COMPANY
414 SO. GREEN ST., CHICAGO, ILL.

USE CARTONS

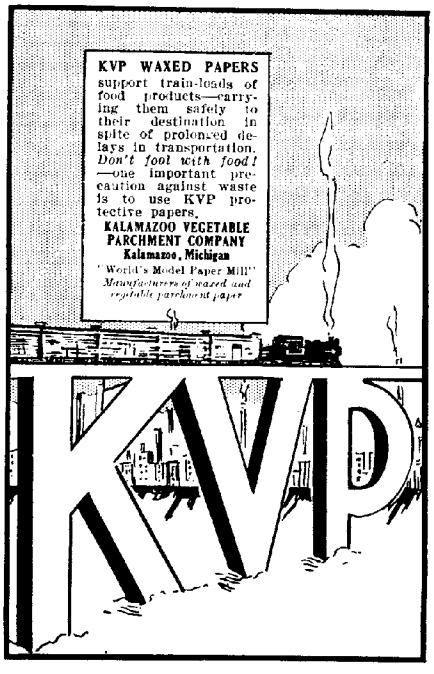
ECONOMICAL SERVICEABLE

Cartons have demonstrated their worth as containers for coffee, tea, spices and grocery specialties. An increasing number of coffee roasters and packers are substituting them for more expensive tin and paper cans.

We are carton specialists and are prepared to duplicate or improve any carton you may now be using or will create new designs. What are your requirements?

The Peerless Paper Box Mfg. Co

Cleveland



truck takes from ½ to 1 hour's time, it is apparent that were several trucks forced to wait on account of insufficient loading space, that much valuable time would be lost. The trucks must be kept moving in order to get any kind of efficiency. In the same manner, it is possible for the Pierce company to speed up its business by having fewer trucks at the three stores. In the rush hours of the morning there is less congestion in loading from eleven to twenty trucks at each store than in taking care of thirty or forty horse wagons.

From 8,000 to 10,000 deliveries are made daily by the Pierce company with its motor trucks and horse wagons. The latter are used for the short hauls in and around the territory served by each store. Fifty different routes radiating out from the three stores to the suburban towns within a 20-mile zone are covered by the motor trucks. In the summer when the seashore resorts are open, the routes take in these places, and as a result it is necessary for some of the trucks to travel as far as 40 miles on one leg of a trip. These places are taken care of two or three times a week. On the average, the trucks travel from 80 to 90 miles a day, or about 500 miles a week. It is, therefore, manifest that the question of whether it is possible to make quicker deliveries with motor trucks was well answered by the Pierce company. The question of efficient unloading, as a means for speeding up business, is contingent upon placing the different orders in the truck body. Realizing this, the Pierce company has suggested to its drivers that they set the orders that are to be delivered last on the bottom of the truck, leaving sufficient space at the back for two rows of boxes "to be delivered first orders." This arrangement will then give space for empty boxes, bottles, jugs, etc., returned from customers. The last eighteen deliveries are next picked out and piled in the front of the truck from floor to roof in reverse order of delivery.

It is often, but not always necessary, to change the storage facilities in order to better accommodate the motor vehicle. With three to four trucks an owner can very well house his trucks in some neighboring garage. Thought must be given, however, to cutting down the wasted mileage to and from the garage. The Pierce company found it necessary, as its fleet grew, to locate in a garage of its own, where it could handle all of its repairs, etc., under one roof without mixing the two kinds of fleets. The horses were kept in a separate stable. The present garage is centrally located in Boston so as to cut down the wasted mileage to and from the stores.

From a point of economy it is necessary for a fleet owner to make provisions for repairing his trucks. Maintenance methods differ, however, with the size of the fleet. The establishment of an overhauling department in a garage is the result of a process of development in the size of the fleet, as in the case of that of the S. S. Pierce Co. Its repair department is well equipped to take care of all of the light repair work and much of the overhauling. The repair personnel consists of night and day foremen and two shifts of four men each. It is the repair policy to do all of the overhauling possible and to have enough spare major units on hand to effect a big saving in time when repairs are necessary. When the work gets beyond the working capacity of the repair men the trucks are sent to the local service stations.

The company has found that it can avoid much of the repair work by paying more attention to keeping everything tight on the trucks. Under a new policy recently installed, it has been decided to thoroughly inspect all of its pneumatic tired trucks every 2,000 miles and the solid-tire trucks every 3,000 miles.

The best drivers of motor trucks in the grocery field are men who formerly drove the horse vehicles, according to the experience of the Pierce company. Outside drivers, in most cases are not familiar with the conditions peculiar to the grocery delivery.

Keeping track of and supervising the operation and maintenance of motor trucks is simplified when the vehicles are centrally located, as in the case of the Pierce company's fleet. Where a big fleet is split up into smaller ones located in widely separated cities, it is necessary to centralize the supervision. An example of how this has been worked out may be shown in the experience of the Atlantic & Pacific Tea Co. The company operates 108 trucks in ten cities, the centralization of supervision being accomplished by the establishment of three main departments: 1—Transportation; 2—Truck Operation, and 3—Truck Maintenance. The first department supervises the purchasing of the trucks, the allocation of the trucks, cost records, and operation. The second department routes the trucks, schedules loads, and reduces loading time. The third department is in charge of the overhauling of the trucks, makes inspections and centralizes the repair work.

In the case of the Pierce company, where the scope of the concern is centered in territory that will enable it to keep all of its trucks near the main headquarters, keeping track of the trucks is then a matter of personal supervision by the traffic manager and the installation of a good cost accounting system, etc., that will automatically determine whether the shipping and garage departments are functioning efficiently or not.

ARCHIBALD & LEWIS CO.
Importers and Grinders
SPICES, SEEDS AND HERBS
Three Hundred percent increase in our business is proof of the striking superiority of our goods. Quality assures success. We have solved the quality problem for others. Let us co-operate with you.
18 DESBROSSES STREET **Established 1890** **NEW YORK**

MILLER FIBRE CANS AND TUBES

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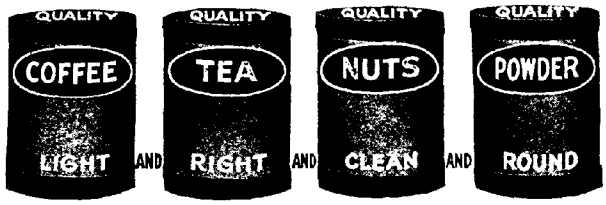


AND WITH QUALITY ARE CROWNED

TO BEST THE REST THEY ARE DESIGNED

MOISTURE PROOF AND PARCHMENT LINED

ORDER TO-DAY WE SHIP TO-MORROW

MILLER FIBRE PRODUCTS CO.

350 WEST ONTARIO STREET CHICAGO

General Can Company

Sixteenth & Canal Sts.

Chicago, Ill.

Tin and Fibre Cans

Coffee Cans a Specialty

SEYMOUR & PECK WOODEN SHIPPING DRUMS

Are Standard Containers for

Coffee, Sugar, Spices

Cocoa, Flour, Candy, Etc.

Manufactured by

SEYMOUR & PECK COMPANY, *Trustees*

New York: 5001 Woolworth Bldg. Chicago: 917 W. 20th Pl.

45 years of continuous service to the coffee trade

THE FLAVORING EXTRACT TRADE

¶ A department devoted to the interests of manufacturers and dealers in Flavoring Extracts and Essential Oils.

EDITORIAL ANNOUNCEMENT

Extract Trade Problems Are to Be Discussed by Melvin DeGroote in a Series of Articles in The Tea and Coffee Trade Journal

THE many manufacturing problems which have beset the flavoring extract trade for years were increased in number and importance with the enactment of the Prohibition Law and further accentuated by the readjustment of industrial conditions to a peace time basis. It was demonstrated in many cases at the last convention of the Flavoring Extract Manufacturers' Association that a large number of producers and distributers are in the dark as to how best to adjust their businesses to meet present conditions.

MELVIN DEGROOTE

Recognizing the need for authoritative information on some of the more pressing problems, THE TEA AND COFFEE TRADE JOURNAL has arranged with Melvin DeGroote, Industrial Fellow of the Mellon Institute of Industrial Research, University of Pittsburgh, to write a series of articles dealing with the manufacture of alcoholic and non-alcoholic flavoring products. The articles have the endorsement of the Mellon Institute.

Mr. DeGroote was graduated from the Ohio State University in 1915, with the degree of Bachelor of Chemical Engineering. He was employed as testing chemist for the Maxwell Motor Company of Detroit until 1916, when he accepted a position in the research department of the Koppers Company. This work included considerable investigation of cyanogen and coal tar crudes. In 1918 Mr. DeGroote became chief chemist for the Hachmeister Lind Chemical Co., of Pittsburgh, who are manufacturers of heavy chemicals, ceramic oxides, and laundry and dry cleaners' specialties. During the war, Mr. DeGroote was connected with the American University Experiment Station of the Chemical Warfare Service. This work included intensive inquiry into the development and manufacture of cyanogen, chlorcyanogen, brom-benzoyl cyanide and chlor-acetophenone.

Since the war, Mr. DeGroote has been affiliated with the Technical Products Laboratories, Mechanicsburg, N. Y., and the Proctor & Gamble Company, Cincinnati. He is now conducting a fellowship at the Mellon Institute devoted to the investigation of new uses for glycerine. Mr. DeGroote has acted in a consulting capacity to many of the large extract and beverage manufacturers. His recent address at the Flavoring Extract Manufacturers' Association convention at Springfield has stimulated considerable interest in a cooperative research bureau for the extract trade.—THE EDITORS.

EXTRACT TRADE PROBLEMS

A Series of Articles Dealing with the Manufacture of Alcoholic and Non-Alcoholic Flavoring Products

BY MELVIN DEGROOTE
Industrial Fellow, Mellon Institute of Industrial Research, University of Pittsburgh

NO.1—DESIGNATION OF VANILLA PRODUCTS

THE accepted legal definition of vanilla extract is presented in Circular 136 of the United States Department of Agriculture. It is as follows: "Vaniila extract is the flavoring extract prepared from vanilla bean, with or without sugar or glycerine, and contains in one hundred (100) cubic centimeters the soluble matters from not less than ten (10) grams of the vanilla bean. Vanilla bean is the dried, cured fruit of the *Vanilla planifolia* Andrews." This standard has been legal by virtue of federal regulation in all vanilla extracts entering into interstate commerce

Extract Department
Filling, Corking, Labeling Extract Bottles
50 per minute

ARE YOU SATISFIED WITH THE RESULTS OF YOUR EXTRACT BUSINESS?

If you manufacture your own extract and are not satisfied with the results obtained, we know The Widlar Company can show you savings and relieve your labor problems.

The Widlar Company specialize on a few products and by the use of special designed machinery, are able to produce a maximum output at a minimum cost.

Our extracts are of highest quality and guaranteed to pass all Pure Food Laws.

Upon request we will submit you samples and prices of our products.

We will pack in bottles, under your label, if quantities justify, or will furnish bulk in kegs and barrels.

THE WIDLAR COMPANY

C. W. Brand President

CLEVELAND, OHIO

Specialists in Ground Spices—Extracts—Salad Dressing—Mustard

or offered for sale or manufactured in the District of Columbia, or territories of the United States. Such a standard also has been adopted and incorporated in the food statutes of many of the individual states. Recently the Treasury Department passed a ruling to the effect that a permit for the use of non-beverage alcohol would be granted only provided the extracts conform in strength to the federal requirements. This decision automatically makes the above standard universal throughout the United States, notwithstanding loopholes that may have existed previously due to various state laws, or, rather, the absence of state laws in certain isolated cases.

It will be noted that this standard simply indicates the variety of vanilla—namely the *Vanilla planifolia* Andrews—without further specification. The Mexican beans are still the favorites. The Bourbons have many friends, and the Tahiti beans are being used in increasing amounts. The crop of South Americans, Porto Ricos, Javas, etc., are relatively small in comparison to the three varieties first mentioned. It also will be seen that the federal regulations do not stipulate the quantity of alcohol to be used. This is a point of differentiation from the pharmaceutical tinctures.

PHARMACEUTICAL TINCTURES OF VANILLA

Tincture of vanilla was included as an official preparation in the eighth decennial revision of the "Pharmacopoeia." It was omitted in the last or ninth revision, and placed in the fourth edition of the "National Formulary." The tincture of vanilla in the "Formulary" is marked so as to indicate that it is identical with the tincture in the eighth revision of the "Pharmacopoeia." This is actually true in regard to strength, but unfortunately the method of preparation, as defined, is different from the method of manufacture in the older edition of the "Pharmacopoeia," and results in a product that would be inferior in appearance. Furthermore, the description of the vanilla bean in the "Formulary" contains a statement to the effect that it should yield not less than 12 per cent. of extractive materials to diluted alcohol. This would place a standard of not less than 1.2 per cent. of extractive materials in the "Formulary" tincture.

The tonka bean has no place in a genuine vanilla extract. Naturally, it is employed in the preparation of tonka extract. However, there is little or no demand for such a product, especially since the flavor can be simulated so successfully with coumarin alone. The vast majority of tonka beans imported into this country are employed in the manufacture of smoking tobacco or for medicinal bitters. Extract of vanilla and tonka is [illegible] pared to a limited extent. The tendency [illegible] as much tonka present, and as little vanilla possible. This practice has been prevented to large extent by some state laws requiring at least half vanilla in such mixtures.

VANILLA FLAVORS, IMITATIONS AND COMPOUNDS

Vanillin and coumarin are used largely in the preparation of various vanillas. A combination of vanillin and coumarin—or either one separately—would be the basis of an imitation or substitute vanilla. Unfortunately, under the various state laws, there is no uniformity as to the designation of the product. Some officials contend that in cases where an imitation is involved the word "flavor" should be used in lieu of the word "extract." Others have maintained that the word "flavor" should be reserved for use in connection with non-alcoholic products. This is simply a case where each manufacturer must inform himself of the specific laws of the state in which the product is manufactured and in which the product is sold. The value of adding glycerine to all vanilla products long has been recognized and apparently its presence need not be noted on the label in most states. In any case the product should state plainly, and in a style type that reasonably would not permit confusion as to the actual nature of the product. The expression "extract of vanillin" would probably be permissible in a product manufactured solely from this aromatic chemical. In cases where a certain amount of vanilla bean is added, the term "vanilla substitute" or "vanilla imitation" must be changed to "vanilla compound." Unfortunately, too lax an interpretation in this respect would tend to permit the use of the term "compound" when the actual amount of bean is so small that it is virtually a misnomer. On the other hand, it is rather difficult to set an arbitrary standard in respect to the amount of vanilla bean that would logically permit the use of the term "compound".

It has been mentioned previously that when a mixture of vanilla and tonka extracts were labeled "extract of vanilla and tonka" it was sometimes held that the extract should contain at least [illegible] vanilla extract. Likewise, it might be reasoned that when a product is designated as "vanilla compound," it should contain an amount of vanilla bean equivalent to half the strength of a vanilla extract. Actually, such a compound is the exception, rather than the rule. Unfortunately, [illegible] enough bean is added in many compounds to make the name permissible. On the other hand there are compounds—actually containing an

VANILLA BEANS

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK

Comores

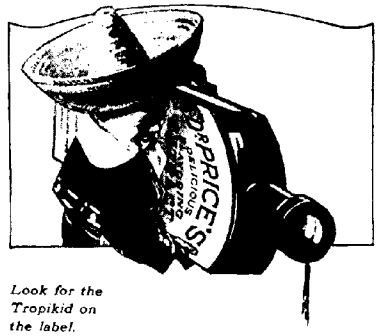
Bourbon Vanilla Beans
We are direct receivers from the Islands.

Tahiti

Vanilla Beans
Yellow Label
Shipments received at regular intervals.

ANTOINE CHIRIS CO.
18-20 PLATT ST.
NEW YORK

PRICE'S VANILLA



Look for the Tropikid on the label.

YOU wouldn't willingly sell a woman a Vanilla Extract that would spoil a cake or custard, freezer of ice cream, or a batch of cookies. Yet there is plenty of synthetic or imitation Vanilla sold every day by grocers who are ignorant of the facts. Also, many grocers sell *Extra Strength Vanilla*, believing it a favor to their customers. As a matter of fact a woman following her recipe calling for a teaspoonful of Vanilla would ruin her baking with the *extra strength* brand.

In Price's Vanilla, there's rich, mellow flavor and just right strength—neither too mild nor too strong—combined with a sensible price which women are glad to pay.

Dr. Price's extracts are packed in full 4 oz., 2 oz., and 1½ oz. bottles, also 25c. and 20c. bottles. Order from your jobber or write us.

PRICE FLAVORING EXTRACT CO.
In Business 67 Years
Chicago, U. S. A.

ciable percentages of the bean—that are being sold as substitutes or imitations.

As has been stated, there is no uniformity as to the use of the word "flavor." It is considered synonymous with the word "extract" in Illinois,[1] Idaho,[2] Oklahoma,[3] Pennsylvania,[4] Georgia,[5] Kansas,[6] Ohio,[7] Iowa,[8] Maryland,[9] and Wisconsin.[10] In contra-distinction to this usage, the state food laws of New Hampshire,[11] use the word "flavor" in connection with compounds and imitations. In North Dakota,[12] the products prepared from vanilla, lemon or tonka are defined as "extracts," while that prepared from vanillin is known as "vanillin flavor." The Federal laws[13] use the word "flavor" in connection with imitations and substitutes. There is a tendency to denote non-alcoholic products as "flavors."[14] Unfortunately, this has the effect of promoting confusion rather than simplifying the matter.

Treasury Department Rulings

The recent action of the Treasury Department in fixing standards of strength for vanilla compounds and imitations and for lemon compounds and imitations has aided in clarifying the situation. In the next standard, that will be issued, vanilla compound, vanilla flavor, vanilla imitation, lemon flavor, lemon imitation, and lemon compounds should be defined. The Treasury Department has a legal right to demand copies of the labels to be used in connection with the sale of any product containing non-beverage alcohol. The permit should be refused except in those cases where the wording and spirit of the label conform to the previously defined standards.

The Department of Agriculture should fix immediately standards for non-alcoholic extracts or flavors. In those instances where the sapid and odorous principles have corresponded to those in the similar alcoholic extracts, both as to character and as to amount, the words "non-alcoholic extract" is probably the most equitable designation provided the size of type employed in the words "non-alcoholic" is as large as the type use for the word "extract" or the word designating the specific flavor as "vanilla." Likewise if there are non-alcoholic products corresponding in strength and otherwise to the alcoholic products, such as vanilla compound or imitation, they should be permitted to use similar designations provided the word "non-alcoholic" was of the same sized type as before.

Furthermore, the use of such words as "flavoring" etc., is to be deprecated. The word "emulsion" sometimes is used in connection with non-alcoholic products, in instances where they are not actually emulsions. Mixtures of vanillin and coumarin dissolved in glycerine, with certain amounts of vanilla oleo-resin sometimes are sold as "compound vanilla emulsion." In this case the various aromatic constituents are actually in solution—just as completely as if ethyl alcohol had been employed—and the product is not an emulsion. The term is employed because the solution is viscous and to the lay mind the idea of an emulsion is indelibly related to the conception of a thick viscous liquid.

There are a large number of flavors or extracts sold to the confectionery, ice cream and baking industries under various trade-names, and these trade-names usually do not indicate whether or not the product is an extract, a flavor or a non-alcoholic product. For instance, an emulsion of citral sometimes is sold as "lemon emulsion." Certified colors often are added without an indication to that effect on the label. However, these products do not go to the household and are consumed by an entirely different class of trade. As a general rule, the quality of these products is good. Likewise there is considerable variation in the labeling of syrups for fountain and bottlers' use. The policy of the more reliable firms in the industry is to have the statement on the label represent the facts in the case.

It is to be hoped that the Department of Agriculture will take immediate steps towards the standardization of the strength of non-alcoholic products used in the household, and preferably that the work be extended so as to include the nomenclature of all household flavoring products. The adoption of these standards by the Treasury Department in issuing permits for alcohol would be of great service to the extract industry, and to the consumer in every community, regardless of any state law that previously may have permitted petty evasion.

[1] See Illinois Dairy and Food Law, *52*.
[2] See Dunn's "Pure Food and Drug Legal Manual," *1*, 344.
[3] See Public Health Laws of Oklahoma, Bull. *101*, 103.
[4] See Dunn's "Pure Food and Drug Legal Manual," *1*, 1467.
[5] See Bull. Georgia Department of Agriculture, No. 75, 75.
[6] See Kansas Food and Drug Standards, 4th Ed. *34*.
[7] See Ohio Food and Drug Laws, 1916, *11*.
[8] See Dunn's "Pure Food and Drug Legal Manual," *1*, 651.
[9] See Laws pertaining to Food and Drugs, Maryland, 1910 and 1916, *18*.
[10] Wisconsin Dairy and Food Laws, 1913, *42*.
[11] Abstract of Laws and Regulations, New Hampshire Board of Health, 4th Ed., *9*.
[12] See North Dakota Agricultural Experiment Station, Special Bull. No. 6, 36.
[13] See Bureau of Chemistry, Food Inspection Decision, *47*.
[14] See Tea and Coffee Trade J. *35*, 228.

Connoisseurs Use

UNGERER'S

VANILLA BEANS
VANILLIN
COUMARIN
AND
FLAVORING
INGREDIENTS

UNGERER & CO.
NEW YORK
Philadelphia Chicago San Francisco

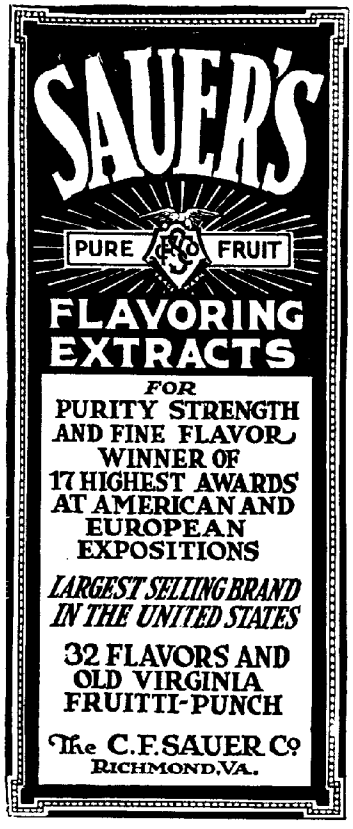
COLLAPSIBLE TUBES

of Pure Tin and Composition Metal. Both Plain and Decorated

SPRINKLER TOPS

Ask for Prices and Samples

WHITE METAL MANUFACTURING CO.
1006-12 CLINTON STREET
HOBOKEN, N. J.



ORCINE

Shampoo

(Packed 12 cans in display box)

Made from pure vegetable oils. Neutral and delicately perfumed.

MANY TEA and COFFEE Concerns are sending us REPEAT ORDERS.

Samples and quotations on request

GRAHAM BROS. SOAP COMPANY
1319-25 W. Lake St. Chicago

ABOUT MAKER'S NAME ON LABELS

Internal Revenue Bureau States That in Certain Cases the Name Need Not Be Used

BECAUSE the federal prohibition director of Oklahoma had been reported as claiming that under the national prohibition law flavoring extract labels must contain the name and address of the manufacturer holding the permit, General Counsel Lannen of the Flavoring Extract Manufacturers' Association, recently took the matter up with the Bureau of Internal Revenue office at Washington. Among other things, Mr. Lannen pointed out it has been customary for many years in the trade to have labels of flavoring extracts put up under private brands contain only the name and address of the jobber or distributer selling goods under his private brand.

According to a circular issued recently by the Association, the Revenue bureau answered that it had recognized this trade condition and in office communications had ruled that "intermediate dealers may omit the name of the permit holder manufacturing the goods from label of preparations distributed by them, but in every instance the exact name of the preparation must appear irrespective of the identity of the ostensible or actual manufacturer."

Counsel Lannen interprets the reference to the exact name of the preparation to mean that every extract authorized by the authorities to be manufactured and sold must be sold under its exact name; that is, a lemon extract must be labeled so as to show that it is a lemon extract; a vanilla extract must be labeled to show that it is a vanilla extract; an imitation strawberry extract must be labeled to show that it is an imitation strawberry extract, etc.

As to other preparations, the letter says that the label "must contain the name of the [illegible] tion as approved in the permit," which is understood to mean that the name which was used for any certain preparation by the original manufacturer thereof in making application for a permit to use non-beverage alcohol in the manufacture thereof, is the name that must be used on the label thereof.

ANOTHER BAKING POWDER CO. CITED

(From a Staff Correspondent)

WASHINGTON, D. C., Aug. 23, 1920.—The Federal Trade Commission has cited the Southern Manufacturing Co., Richmond, Va., in complaint of unfair competition in the sale of baking powders. Forty days are given for filing of answer after which time the case will be set down for trial on its merits.

The Commission's complaint alleges that it is the respondent's practice to induce grocery jobber salesmen to favor and push the sale of its products over the products of its competitors by giving salesmen certain profit sharing coupons, redeemable in merchandise and in cash. LAMM

DRAWBACK ON FLAVORING EXTRACT

(From a Staff Correspondent)

WASHINGTON, D. C., Aug. 23, 1920.—The Treasury Department has announced the allowance of drawback on flavoring extracts manufactured by Magnus, Mabee and Reynard, Inc., New York with the use of domestic tax paid alcohol.

LAMM

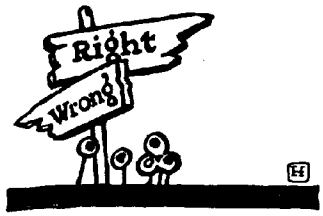
ALLOWANCES FOR POOR PEPPER

Following the bringing of strong pressure by the American Spice Trade Association, [illegible] growers and exporters will hereafter make allowances for pepper containing more than three per cent of dust.

ANALYSIS OF U. S. SPICE IMPORTS IN THE LAST THREE YEARS

(For the fiscal years ending June 30)

Varieties	1917-18 Quantity Lbs.	1917-18 Value	1918-19 Quantity Lbs.	1918-19 Value	1919-20 Quantity Lbs.	1919-20 Value
Capsicum—						
Unground	.....	.....	2,089,509	$244,055	3,015,814	$432
Ground	.....	.....	2,276,418	682,111	2,853,344	1,172
Cassia and cassia vera, unground	8,220,023	$856,035	8,994,316	728,792	12,389,243	1,295
Cloves, unground	.....	.....	6,479,738	1,719,984	4,979,874	1,725
Ginger root, unground, not preserved	6,544,069	601,392	1,410,236	105,034	10,128,860	1,359
Mustard, ground or prepared	.....	.....	1,184,380	584,382	1,764,525	[illegible]
Nutmegs, unground	.....	.....	4,501,656	812,659	3,826,661	749
Pepper, black or white, unground	38,545,653	6,043,483	39,734,797	6,441,713	22,648,355	4,019
All other spices	24,751,425	4,018,304	5,736,515	871,830	11,390,040	1,641
Total	78,061,170	$11,519,214	72,357,565	$12,190,560	72,996,716	$13,269



BOTH WAYS!

But there is only one safe way to make collapsible tubes—The Peerless Way is to use new, pure tin, the uttermost skill, the most modern equipment and the result is the Right Kind of Tubes—and Peerless Tubes are always clean also. May we prove it.

PEERLESS TUBE CO.

218 Broadway
New York
N. Y., U. S. A.

VANILLAS

of every variety

ESSENTIAL OILS—ETHERS

M. L. BARRETT & CO., Importers

Oldest Vanilla Dealers in U. S. A.

233 W. Lake St. Chicago

RELIABILITY!

Back of each bottle of Virginia Dare Double Strength Extract is the 85-year reputation for square dealing of the House of Garrett.

VIRGINIA DARE EXTRACTS

Vanilla 150% strength
20 Other Flavors DOUBLE STRENGTH

are pure. They are DOUBLE IN STRENGTH AND FLAVORING POWER. You sell satisfaction and "repeat" business when you stock Virginia Dare Extracts.

GARRETT & CO., Inc.
FOOD PRODUCTS ESTABLISHED 1835
Bush Terminal—Buildings 9 and 10
Brooklyn, N. Y.

Headquarters for

Caramel Coloring

Suitable for Flavoring Extracts

THOMAS HENDERSON & CO.
Incorporated
Works at 14 Cliff Street
ERSEY CITY NEW YORK

Trade Mark Service

We Have Standardized the Business

Can You Read Your Titles Clear?

—Inquire of—

Trade Mark Title Co.
Established 1905
FT. WAYNE, IND.
Washington, D. C. New York, N. Y.

You Don't Hide Your Money

in an old sock. Why tie it up in unknown, slow moving merchandise?

Van Duzer's Certified Flavoring Extracts

VAN DUZER'S STANDARD OF EXCELLENCE CERTIFIED FLAVORING EXTRACTS

are stocked by progressive merchants because they sell steadily and repeatedly, and because their superior quality always satisfies and brings customers back for more.

Van Duzer Extract Co., New York, N. Y. Springfield, Mass.

THE COCOA AND CHOCOLATE TRADE

¶ A department devoted to the interests of importers, manufacturers and distributers of Cocoa and Chocolate.

FOR SMALLER COCOA PRODUCTION

British Secretary of Agriculture Sees Risk in Increased Output and Suggests Ban on More Trees

IN view of the over-production of cocoa from which the West African planters have been suffering acutely, Great Britain's Director of Agriculture, Mr. Tudhope, recently emphasized the risk attendant upon the rapid growth of production, and strongly advised the introduction of legislation prohibiting for a certain period of years the planting of any more cocoa trees, "except vacancies in plantations."

In response to this suggestion a London cocoa man declared:

"Mr. Tudhope recommended this drastic action because he fears that the industry may be ruined. In 1918-19 it was estimated that even with high prices nearly 25,000,000 lb. of cocoa beans were left to rot and became a source of disease and infection. This was due to lack of cargo space, but in this respect the situation is now quite satisfactory.

"The danger is that the glut of cocoa, coupled with the European and American situation, may so depress prices that the natives may leave even larger quantities to rot than in 1918, and at the same time will be too dispirited to give the necessary care to the plantations, which are entirely native-owned. Unfortunately, the native owner is less careful than white owners would be in the vital matter of cleanliness and the use of insecticides. When to this is added the danger of vast quantities of rotting beans, the possibility of disaster leaps to the eye.

"The Government Committee on the Gold Coast has advised against any legislative restriction upon native energy, partly because it is hoped that consumption will increase, but mainly because of the impracticability of forcing such legislation upon the natives."

GROWERS FOR EXPORT REFORM

Some Leading Planters in Trinidad Would Ship Cocoa Here in Semi-Manufactured Form Instead of in the Bean

(FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., August 14, 1920.

A GREAT saving in freight cost, as well as other economical advantages, can be made to accrue to the cocoa trade if certain reforms are carried out as suggested by the cocoa planters

ANALYSIS OF U. S. CACAO IMPORTS IN THE LAST THREE YEARS

(For the fiscal years ending June 30)

Imported from	1917-18 Quantity Lbs.	1917-18 Value	1918-19 Quantity Lbs.	1918-19 Value	1919-20. Quantity Lbs.	1919-20. Value
Portugal	134,904	$20,912	.....	.....	13,071,246	$2,564,154
United Kingdom	1,038,142	113,304	695,052	$84,703	12,318,317	2,190,963
British West Indies	51,438,970	6,295,562	21,625,543	3,715,014	37,218,853	7,614,997
Cuba	326,064	34,261	47,355	4,879	53,882	13,497
Dominican Republic	39,851,184	3,660,091	39,406,460	5,014,098	46,980,148	7,995,691
Haiti	4,333,792	406,068	6,369,242	730,662	3,312,097	500,586
Brazil	91,351,529	8,383,383	52,038,036	5,182,614	64,175,243	11,615,621
Ecuador	76,786,857	7,975,808	57,123,389	6,362,240	46,645,591	9,706,725
Venezuela	20,829,600	2,391,358	12,988,814	1,828,965	15,696,444	3,767,530
British West Africa	99,397,070	10,224,295	112,790,884	11,681,338	159,577,699	22,715,674
Other countries	13,552,489	1,772,377	9,952,614	1,349,477	21,281,346	4,251,028
Total	399,040,401	$41,277,479	313,037,419	$35,953,990	420,330,886	$72,946,066
Cocoa and chocolate, prepared or manufactured (not including confectionery), lbs. dut.	lbs. 271,877	$94,899	lbs. 157,309	$55,950	lbs. 1,548,973	$547,671

Hooton's Cocoa and Chocolate

Insures Quick Sales and Repeat Orders

AMERICAN and DUTCH PROCESS COCOA POWDER
Packed in
Barrels, Half-Barrels, Fifty and Twenty-five Pound Drums

"MOGUL" Brand SWEETENED COCOA
Packed in ½ lb. tins—100 lbs. to case.

"HARVEST" Brand SWEETENED COCOA
Packed in 1 lb. tins—100 lbs. to case.

"HARVEST" Brand SWEET CHOCOLATE and PREMIUM CHOCOLATE
Packed in ½ lb. Cakes—100 lbs. to case.

"HARVEST" Brand BREAKFAST COCOA
Packed in ½ lb. tins—100 lbs. to case.

Samples and quotations furnished upon request.

HOOTON COCOA COMPANY

NEWARK NEW JERSEY

Seggerman Bros., Inc.

Brokers in

COCOA BEANS

AND

CHOCOLATE PRODUCTS

A service, thorough in all departments, is offered to manufacturers who require attention to detail, and are particular as to their gradings of the various cocoas.

S. T. Smith, Mgr. 91 Hudson St.
Cocoa Department New York City

in Trinidad, according to a statement recently made to the Bureau of Foreign and Domestic Commerce.

Several of the leading cocoa growers declared that if, instead of shipping cocoa in the bean as at present, the beans were ground in the country of production and there put into a crude form of manufactured chocolate bars, similar to those which are shipped in cold storage by cocoa manufacturers to confectionery dealers, approximately two-thirds of the bulk and of the expense for freight both by sea and rail could be saved.

It has been mentioned that the present method of shipping beans for the chocolate trade is as uneconomical as it would be to ship sugar cane instead of sugar for the sugar trade. Such a plan, however, would require the approval and cooperation of the American trade in cocoa and chocolate products.—LAMM.

COCOA FROM ECUADOR

During the month of May, according to a report from Ecuador, the Asociacion de Agricultores continued to pay the old prices of $19.72, $19.25, and $18.78 per quintal for Arriba, Balao, and Machala grades of cacao. However, as the quotations in the exterior declined, local exporters withdrew from the market to wait for prices to decline in Guayaquil also; in fact, the Association on the first of June reduced its prices to $17.84, $17.37, and $16.90 for the three grades mentioned above.

During the month, 9,180,523 pounds of cacao were exported from Guayaquil to the United States, and 45,128 pounds from Bahia de Caraquez. It was estimated that there were 2,234,817 pounds of cacao on hand in Ecuador on May 31, 1920.

COCOA BEAN PRICES AT BOTTOM

Though the cocoa bean market in New York closed the month with a continued light demand in evidence, especially in spot stocks, S. T. Smith, manager of the Seggerman Bros. cocoa department, believes that the bottom of the market has been reached. He states that spots, and futures, too, will bear close watching. Futures closed the month in uncertain condition, but appeared firmer, with very little offered. Buyers were showing more interest in supplies.

George S. Newbauer, secretary of J. H. Newbauer & Company, San Francisco wholesale grocers, died during the month at his San Francisco home. He was forty-one years of age.

PURE FOOD LAW VIOLATIONS

Notices of Judgment Under the Food and Drugs Act Issued Recently by the Department of Agriculture

(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., August 17, 1920

AMONG the notices of judgment under the Food and Drug Acts made public by the Bureau of Chemistry, United States Department of Agriculture, in its Service and Regulatory Announcements dated August 13 and August 16, 192[0], the following are of direct interest to this trade:

CHOCOLATE LIQUOR

Chocolate liquor, invoiced as "Federal Special Liquor," and shipped by the Federal Cocoa & Chocolate Co., Baltimore, was adulterated with cocoa shells in substitution in part for chocolate liquor, which the article purported to be. Plea of guilty; fine, $25 and costs.

LEMON EXTRACT

An article labeled in part "Razo Lemon Extract . . . manufactured only by Razo Mfg. Co., Washington, D. C." was a diluted extract artificially colored with tartrazine, and deficient in lemon oil, and was misbranded. Defendant forfeited $50 in collateral by not appearing.

ESSENCE OF LEMON

A product purporting to be essence of lemon and shipped by the Public Service Drug Co., Glens Falls, N. Y., was adulterated for the reason that it contained dilute alcohol containing citral and lemon in quantities less than contained in true essence of lemon, and misbranded. Condemned and destroyed.

EXTRACT OF GINGER

A product labeled in part "Extract of Ginger 20% Alcohol . . . Boyce Ext. Co., Inc. N. Y.," was adulterated because its strength and purity were below the professed standard and quality under which it was sold, and misbranded. Condemned and destroyed.

TO PUSH WORKERS' COMPENSATION

Those employers of labor who come under the Workman's Compensation Law but are not carrying Compensation insurance to cover their employees are running a risk of a large cash fine and possibly imprisonment. This is the substance of warning recently issued by the Council to the New York State Industrial Commission which stated that the Commission is preparing to proceed vigorously against any employer who continues to disregard this law. In the last year 12 New York employers not carrying insurance were prosecuted and fined and one was sent to jail for thirty days. Other states are preparing to enforce their compensation laws vigorously.

KNOWN HIGH QUALITY

The reputation of

Baker's Cocoa and Chocolate

preparations for flavor, purity and excellence is such that they are the favorites with consumers and are easily sold.

WALTER BAKER & CO., Ltd.
Established 1780 Dorchester, Mass.

An economic lesson developed by the War is cocoa packed in cartons; will keep equally as good as tin —and cheaper.

MANUFACTURED BY

W. H. BAKER, Inc.

RED HOOK *NEW YORK* WINCHESTER *VA.*

JOHN CLARKE & CO.

BROKERS IN

COCOA BEANS

135 FRONT STREET NEW YORK

Special sampling and shipping facilities, insuring good service in qualities and deliveries. Regular Weekly Market Reports mailed on application

"Arksafe" Elastic Paper Linings

For Bags and Barrels

Absolute protection to Coffee, Rice, Sugar and Spices

SAMPLES UPON REQUEST

Arkell Safety Bag Co.

CHICAGO
14 East Jackson Boulevard

NEW YORK
120 Broadway

PRICES CURRENT

Wholesale and Retail

As of September 1, 1920

Prices to Wholesalers

GREEN COFFEE

(250 Bags or Over)

Brazil Grades.	Line or Grade Price.	Cup Selected Price.
Santos 7	11	11¼
" 6	12	12¼
" 5	14	14
" 4	14¼	14½
" 3	14¾	15
" 2	15	15¼
Rio 7	8¾	
" 6	9¾	
" 5	10	
" 4	10¼	(No Rio Cup
" 3	10½	Selections)
" 2		

GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)

Maracaibo—
Truxillos....11½@12
Bocono.....13 @14
Tovar.....13 @14
Merida.....13 @15
do washed....14½@16½
Cucuta—
Ordinary.....12½@
Fair to good..13¾@14
Primetochoice 15 @16
Fancy..... @
Laguayra—
Caracas.....11 @11½
do washed..14 @16
Porto Cabello.10¼@10¾
do washed..13 @15
Colombian—
Ocana.....11½@12½
†Bucaramanga13½@17
†Tolima.....16 @17
†Bogotas..... 8 @17½
†Medelin..... 9 @19
†Manizales... 8 @18½
Mexican—
Cordoba.....12 @12½
do washed..14 @16
Coatepec.....12 @13
do washed..16 @18
*Oaxaca.....12 @13
*do washed.15 @17
Costa Rica—
Common..... 9 @11
Fair to good..15 @17
Primetochoice.17½@18
San Salvador....13 @13½
do washed.....14 @16
Nicaragua—.....12½@13
do washed.....13½@15½
Guatemala Coban—
Common..... 9 @11
Fair to good...15 @16
Prime to choice.16 @17
do unwashed...12½@13
Puerto Rico—
Unwashed.....13 @14
Washed.....16 @18
Hayti—
Unwashed..... @..
Washed.....14 @14¾
Jamaica—
Ordinary.....11½@12
G'd ordinary...12 @12½
Washed.....13½@15½
East India—
Padang Int....25 @27
Corinche..... @..
Kroe..... @..
Timor..... @..
Private Estate... @..
Fancies.....25 @27
Abyssinian... @..
Mocha—small..30 @..
Liberian—
*Straits.....10 @11
*Surinam..... 9 @11
Pamanoekin...12 @15

*Nominal because of small arrivals.

†Common to fancy.

TEAS

CHINA AND JAPAN—LINE PRICES

(75 or More Packages of One Number)

Foochow—
Common..... @....
Fair..... @....
Good..... @....
Superior..... @....
Fine..... @....
Formosa—
Fair.....15 @16
Good.....18 @19
Superior.....20 @22
Fine.....28 @34
Finest.....40 @45
Choice.....50 @60
Choicest.....75 @1.00
Fancy..... @

COUNTRY GREEN

Gunpowder—
Extra.....55 @60
Firsts.....43 @45
Seconds.....40 @42
Imperial—
Firsts.....35 @40
Seconds.....30 @32
Thirds.....25 @28
Young Hyson—
Extra.....50 @60
Firsts.....40 @45
Seconds.....28 @30
Thirds.....24 @26
Hyson—
Seconds.....20 @22
Thirds..... @..

PINGSUEY

Gunpowder—
Pinheads.....53 @55
Extra..... @
Firsts.....43 @45
Seconds.....38 @40
Thirds.....33 @35
Imperial—
Firsts.....32 @35
Seconds.....28 @30
Thirds.....24 @26

INDIA AND CEYLON—LINE PRICES

Pekoe Souchong.18 @20
Pekoe.....20 @21
Orange Pekoe...25 @26
Ceylon—
Pekoe Souch'g16 @17
Pekoe.....18 @35
Orange Pekoe.20 @40
B. O. Pekoe..... @..

Japan—
Basket fired... 23 @
Pan fired..... 2[illegible] @

Congou—
Common..... 16 @
Good..... 20 @
Superior..... 25 @
Fine to finest.. 30 @
Choice to choice-
est..... 45 @

Darjeeling—
Fancy Orange.. 80 @

Java—
Pekoe Souchong17 @
Pekoe..... 19 @
Orange Pekoe.. 23 @

SPICES—FIRST-HAND PRICES

Black Peppers—
Singapore....12½@13
Acheen A..... @..
Acheen B..... @..
Acheen C..... @..
Lampong.....12¼@13
White Peppers—
Singapore....24 @24½
Penang..... @..
Muntok.....24½@25
Heavy—
Aleppy.....15 @15½
Tellicherry...16½@16¾
Red Peppers—
Mombassa....23½@24
Japan, Chil...32 @..
Cloves—
Zanzibar.....32 @34½
Amboyna.....40 @42
*Penang..... @..
Pimento..... 8 @8½

Cassia—
Saigon rolls....27 @
China, rolls.... 9½@
do sel, bk.... 7½@
Kwangsi.....18 @
Batavia, Ext...14½@
do short stick13½@

Cinnamon—
Ceylon.....31 @

Ginger—
Japan.....13 @
Cochin-ABC...16 @
do D..... @
Lemon.....16 @
African.....11½@
Jamaica, ...37 @

Nutmegs—
75s to 80s.....24 @
105s to 110s...23 @
Mace.....27 @

COCOA—FIRST HAND PRICES

Accra.....10½@11½
St. Thome.....13 @14
Bahia.....11½@14
Caracas.....15 @16
Costa Rica.....14 @15
Guayaquils—
Arriba.....18 @18½
Machala.....17½@18
Carasques.....17½@18
Cuban..... @..
Dominica..... @
Grenada.....12 @
Hayti..... 8 @
Jamaica..... 9 @
Maracaibo.....21 @
Porto Cabello....18 @
Para.....12 @
Sanchez..... 9½@
Surinam..... @
Trinidad Est.....15 @

Prices to Retailers

COFFEE

(BAG LOTS—130 POUNDS)

Kind of Coffee.	Green From	Green To	Roasted From
Santos	18	21	23
Santos Peaberry	21	25	30¾
Rio	11	15	17
Maracaibo	20	27	27¼
Caracas	24	29	29½
Bucaramanga	25	29	30¾
Bogotas	21	31	29½
Mexican	26	30	31½
Costa Rica	26	31	32
Guatemala	24	30	29½
*Jamaica	...	...	...
Padang	34	40	41¼
Mocha	37	40	45
*Abyssinian	...	...	...
Java	33	40	40¼
Porto Rico	27	31	33

*No quotations are being made.

TEAS

(SINGLE PACKAGE LOTS)

	From
Formosa	20
Foochow	20
Congou	20
Japan P. F.	28
" B. F.	28
India	28
Ceylon	28
Gunpowder	20
Young Hyson	20

SUGARS of CANADA LTD

TORONTO, CANADA

RAW SUGAR

Cargo Lots

REFINED SUGAR

Carload Lots

Sole Agents for the United States

A. R. O'NEILL, INC.

68 William Str. New York, N.Y.

WHAT G. Washington's COFFEE IS

IT IS THE ORIGINAL AND ONLY REFINED COFFEE.
IT IS REFINED FROM THE BEST COFFEE.
IT IS ALL OF THE COFFEE THAT IS GOOD.
IT IS ABSOLUTELY PURE COFFEE.
IT IS HEALTHFUL AND DELICIOUS.
IT DISSOLVES INSTANTLY IN HOT OR COLD WATER.
IT IS EASIEST TO MAKE.
IT IS ECONOMICAL—A POUND OF G. WASHINGTON'S COFFEE WILL MAKE AS MANY CUPS OF COFFEE AS TEN POUNDS OF ROASTED COFFEE BERRIES.
IT IS ALWAYS THE SAME IN QUALITY.
IT IS SOLD IN HANDY AIR-TIGHT CANS.

WHAT G. Washington's COFFEE IS NOT

IT IS NOT AN IMITATION.
IT IS NOT A MERE ESSENCE OR EXTRACT.
IT IS NOT EXPENSIVE.
IT IS NOT DE-NATURIZED—NOT DE-CAFFEINIZED—OR DE-ANYTHINGED.
IT IS NOT WASTEFUL.
IT IS NOT 85% CHAFF, WOODY FIBRE, OR GROUNDS.
IT IS NOT HARMFUL.
IT IS NOT NECESSARY TO "COOK"—NO COFFEE POT OR PERCOLATOR NEEDED.
IT IS NOT JUST "ANOTHER BRAND" OF COFFEE.

Originated by Mr. Washington in 1909

We are featuring G. Washington Coffee in large list of magazines and newspapers throughout the country

G. Washington Sales Co., Inc., 522 Fifth Avenue, New York City

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

TRADE GETTERS

A Series of Business Winning Plans That Have Been Tried and Found Successful in Different Parts of the Country*

By Frank Farrington
Delhi, N. Y.

THESE business-getting plans are the result of ripe experience in the retail distributing field. They have been tried out with signal success in different parts of the country.

A Flower Display

Advertise that on a certain day some little article of interest, or a souvenir of some kind, will be given to everyone bringing to the store a flower or a bunch of flowers. State further that the flowers will be exhibited in the window and that a prize will be awarded for the most attractive contribution. This will make the store an attractive place for all lovers of flowers and will bring a lot of people there to make their contributions, or to see those of others.

Collecting Letters

Have a supply made of the letters that spell the store name, having them printed on heavy paper. Put one of the letters into every parcel that goes out from the store, or give one with every purchase. Have the letters near the wrapping counter or the cash register, placing them in order, and let each salesperson take up one at a time from first one pile and then another, with the exception of one letter which may be called the key-letter. A premium is to be given to every person bringing in a full set of the letters. In order to regulate the number of full sets that may be the maximum brought in, limit the number of the key-letters given out. Have a smaller supply of these and allow only a certain number to go out each day. Then no more premiums can be demanded than there are key-letters distributed, and there will always be an appreciable number of these that will be lost or not saved. It might stimulate interest at times to advertise that on a day mentioned an extra number of "A's," or whatever the key-letter may be, will be given out.

Matching the Price

Here is a different way of making a premium attract trade. Offer that a certain premium on exhibition in your window will be given free to the first person whose purchase in the store at one time comes to just the amount of the premium's value. This value is to be put on a ticket and placed in a sealed box. If you have a little iron safe, put it into that and set it in the window for effect. This assures the public that no one has access to the ticket. Instead of making it necessary that somebody purchase just the exact amount of that concealed price, you may offer to give the premium on a certain day to the person whose check is found to come nearest to the price. Give every customer a check showing the amount of the purchase, and when the time comes have the sealed box opened and the amount announced, and ask for the owners of checks near that sum to present them. It will be well to put an odd figure on the premium value, and the premium ought to be something of somewhat uncertain value.

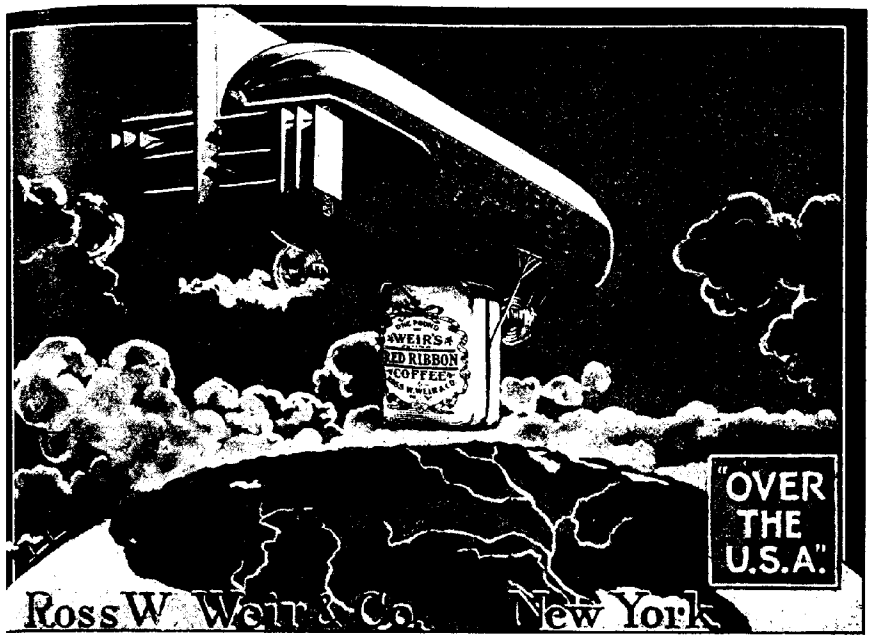
Hidden Treasure

This plan is that of burying somewhere within a given distance of the store a box containing a certificate good for a sum of money when presented at the store by the finder. Display the money in the window along with the offer. If attention is not developed at first, send out a few men to dig, as if independently, in public places such as the school yard, or a vacant lot. Get the people started digging and you will get all the advertising you want out of the plan.

Store Examinations

You can secure the attention of the public to your advertisements and induce them to visit your store by the following method. Announce

* Copyright by Frank Farrington.



There Is No Substitute

Twenty years of honest, persistent educational advertising has created millions of consumers for

Shredded Wheat Biscuit

Their selection of this whole wheat cereal is based upon intelligent knowledge of the process and its dietetic value. They will not accept anything else in its place. We have not been able to supply the full demand for this product, but increased manufacturing facilities will soon enable us to give your customers all the Shredded Wheat they want. It is without doubt the most real food for the least money.

Made only by

The Shredded Wheat Company, Niagara Falls, N.Y.

that you are going to hold an examination on the subject of your store. After giving the plan proper publicity, run in a specified issue of the newspaper in your regular space a series of ten questions on the store. These questions might include such as the following: "What is the most advertised line we carry?" "What is the price of such and such articles at our store?" "How many employes have we had during the past year?" Offer a series of prizes for the best sets of answers, or follow the examination idea more closely and agree to give a certain prize to everyone getting 75 per cent or better in the examination. Offer every facility to help people get the information needed to answer the questions. Supply them with blanks and a place to write. This will bring in many visitors.

Showing Old Curiosities

A store may secure a good deal of interest by offering a prize for the oldest book or for the oldest spinning wheel, or some other object which is commonly associated with the good old days. By offering a good series of prizes many people will be interested to bring their specimens to the store and when the time of the offer is expired, the collection may be displayed in a window with the prize winners indicated. The cost of the prizes will be small compared with the interest aroused.

Children Salesmen

Issue a supply of circulars with a list of your lines of goods and a request that the reader, when buying any of these goods at your store, mention the name of the child which is written on the circular. This last request is set up in a facsimile of a child's printing, and the circulars are supplied to children who sign these requests and distribute the circulars. This makes the advertisement an appeal by the youngster to the customer to see that the former is given credit for purchases made at your store. Give each child a commission on sales credited to him or her.

The Arrow Way

In putting on a special sale the following plan will be found to be a good one for interesting people in the sale on the day it takes place. During the night before the opening of the sale, have someone take a large supply of cut-out paper arrows about ten inches long and go around to[illegible] pasting them on the sidewalks in such po[illegible] to point the way to your store. Every per[illegible] stepping out on the street in the morning w[illegible] find these arrows, and in passing along will d[illegible] cover that they all point in a common direc[illegible] Occasionally use strips reading, "Follow the a[illegible] rows!" Everyone will make it a point to find o[illegible] what the arrows indicate.

Pledging Customers

A Shetland pony contest is always an attra[illegible] tion to the children. Parents who do not wa[illegible] their children to bother them with such matte[illegible] cannot refuse the child permission to try to g[illegible] a pony free, and those who do not want to bothe[illegible] with a pony cannot refuse the child who teas[illegible] for permission to try for one that will not c[illegible] anything. The plan, on the merchant's part, is [illegible] give the pony free to the youngster who secur[illegible] the largest number of signed promises to b[illegible] a certain article or to buy a certain line fro[illegible] him the next time such a purchase is made. This [illegible] especially applicable to staple goods which peop[illegible] buy with greater or less regularity. Thus cu[illegible] tomers of all the other dealers in town selling th[illegible] same goods are besought by the children to sig[illegible] agreements to buy from you next time. It shou[illegible] be stimulated that no soliciting be done in yo[illegible] store or in other stores, and that all names mu[illegible] be actually signed by the person represente[illegible] Other restrictions will be desirable in certa[illegible] cases. In order to obtain accuracy, uniformi[illegible] and bona fide promises, it should be stipulat[illegible] that all signatures to count must be on the blan[illegible] you supply for the purpose. Of course you w[illegible] follow up the names handed in and do your b[illegible] to see that the people live up to their promis[illegible] without being unpleasant in the matter.

REFUSE COFFEE RR. RATE ADVAN[illegible]

(From a Staff Correspondent)

Washington, D. C., Aug. 23, 1920.—The Int[illegible] state Commerce Commission has denied the [illegible] plication of the Southern Pacific Company [illegible] authority to establish a commodity rate of twen[illegible] five cents per hundred pounds on coffee in pa[illegible] ages, carload minimum weight of 30,000 pou[illegible] from San Francisco to Los Angeles. Lamm

Settles the Question

A Quality Brand Backed by Persistent Consumer Publicity

It Will Build Your Coffee Trade

MEYER BROS. COFFEE & SPICE CO.

ST. LOUIS

The difference between "Making a Living" and Making Money

Thousands of stores with a small stock seldom turned, go along making a bare living from the trade of a few customers.

People like to buy groceries where stock is fresh, well kept and neatly displayed—free from Dirt, Dust, Vermin—etc—

The Sherer Sanitary Grocery Counter

—nearly 70,000 in use—

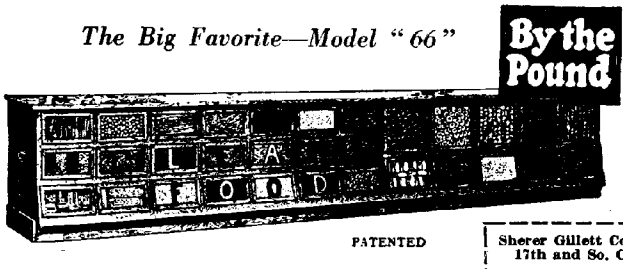
Keeps merchandise in splendid condition—displays 31 or more varieties and starts the grocer along the road to prosperity

When you

Sell Food By Weight

consumer gets more you make more

The Big Favorite—Model "66"



PATENTED

Write for the catalogue

The Sherer Gillett Co.

17th & So. Clark Sts., Chicago, Ill.

Sherer Gillett Co., Dept. 37
17th and So. Clark Sts. Chicago, Ill.

Please send us full particulars and catalogue of the SHERER COUNTER.

Name.....

Town.....

State.....

SELLING THROUGH THE WINDOW

To Obtain the Biggest Returns, Displays Should Be the Acme of Neatness and Simplicity

By George Scofield

New York

SHOW is not everything, but it is something. Human nature is prone to judge from the outside. Window fittings should be the best, and window dressing should be considered of paramount importance.

In these days, when so many firms do so much to help the retailer with choice advertising matter, there is no excuse for slipshod windows.

Above all, the best hint in window dressing I know is simplicity. There is no reason why a window should be stuffed to repletion like a Christmas goose. A window is wisely set out which contains, say, half a dozen lines quietly but neatly displayed in a way which gives their good points at a glance.

Nothing looks so common as a window stuffed with a haphazard selection of stock.

Nothing looks so well as a specialized window with the choicest of one or two lines well displayed.

A window should be changed regularly.

It should never be convenient to skip it. The passing shower which takes the brightness from the glass should be met with an extra attention—the work should be done over again, twice in a day, if necessary.

The choicest goods should be displayed, plainly marked.

The features of a particular season should be the features of a window display.

Goods should be classified and featured in their turn.

All printed matter should be neat, pointed and uniform. Badly written tickets are an abomination.

In an article like this it is only possible to stimulate thought. I have gone over the ground broadly, but any one whose heart is in the business will apply the principles to his own window displays and elaborate the detail.

The broad general conclusion is that the secret of good trading is to look "good" throughout through; to make the store a place where appearances tell at a glance that there is thought behind the business.

It is all the more essential that the house should be in order when the aim of the merchant is to advertise and stimulate extended interest in the undertaking from a strange public. The man who spends good money in publicity, without perfecting the detail of his store, is wasting 5 per cent. of his investment.

SYSTEM IN A MAIL SERIES

Certain Things That a Merchant Should Bear in Mind in Laying Out a Circularizing Campaign

THE tendency when writing a mail series is to attempt to cover too much of the proposition in one piece. This is a great mistake.

The mail series should be educational. Each piece should contain a single lesson. This lesson should be written in the plainest and most comprehensive style. The arguments must be strong and convincing. If you attempt to cover too much of a proposition in one piece of matter you only confuse the reader and defeat the purpose of your advertising.

It is useless, ordinarily, to send out a series composed entirely of either letters, cards or folders. After the second or third piece in such a series has been received, the balance will go into the waste basket unread.

The folder can be made a particularly strong feature of a mail series. It admits of so many variations in size, shape and general make-up that it is not apt to become monotonous. For this reason more folders can be used than either cards or letters.

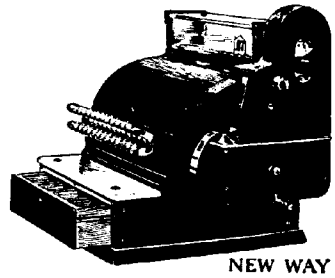
A folder, to be really effective, must be received in perfect condition. Fuzzy folds and ragged edges will destroy the appearance and therefore the effectiveness of the best folder made. Some advertisers go to the expense of protecting their folders with envelopes. This is a good plan, but expensive.

EMPIRE HARDWARE COMPANY
Grocers' Butchers' STORE FURNISHINGS Bakers' Restaurants'
SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.
ELECTRIC COFFEE MILLS
272-274 West Broadway New York City
Write for complete Catalogue

No more mistakes in adding up the items of a sale

OLD WAY

By hand and brain and pencil.
Makes mistakes.
Causes losses.
Causes worry.



NEW WAY

This new receipt-printing cash register adds the items by machinery.

① It prints a receipt for each customer. →
② It prints the price of each article.
③ It indicates the price of each article. →
④ It prints the total of all items. →
⑤ It retains an added and printed record.

J. SMITH COMPANY
10 MAIN ST

0.07
0.32
0.48
0.19

TOTAL
$01.06

Copy of receipt, with merchant's name, printed for each customer.

It also does many other things which have made National Cash Registers a business necessity.

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

DAYTON, OHIO

"PLEASE"

This One Word Costs Many Millions of Dollars Annually, But It Brings Back Dividends

GROCERY clerks, and proprietors as well, should make the fullest possible use of the word "please" in their business relations—and also social, for it brings back big dividends.

Some lover of statistics and friend of the word "please" has calculated that the little word costs the people of the United States $10,000,000 a year in telegraph tolls alone.

It is a big bill to pay for a word which some persons regard as unessential. Yet it is increasingly used in messages that average three cents a word. And the frequency of its use is the measure of the good breeding of the sender. Its cost is amply compensated for by the good feeling, the cordiality, and the sense of self-respect that it promotes in the mind and the heart of the man who receives it.

If America spends $10,000,000 a year on the word "please," it is an investment that brings most excellent and worth-while returns. Used in the store, there is no toll to be paid a telegraph company, and the dividends are proportionately the greater.

SALESMANSHIP

Wholesome Advice for Grocery and Specialty Salesmen on How to Develop Into Professional Merchandisers

By S. F. Fannon*
Dayton, Ohio

PUT spirit into your work, a spirit that bubbles over with a belief that every article that you are selling effervesces with pep and puts life int each action. Do not drag about the store as you were standing on your last pegs. It is the hustle and bustle today that adds a new interes to life and causes people to sit up and take notice.

Talk about your goods from the quality standpoint, realizing that it is quality that counts and while it may bring to your establishment a large profit it will also bring to you the confidence o the purchasing public.

Lose the sale rather than misrepresent the goods. Liars have no place in today's world o business. To misrepresent your goods to the public is simply lying about them.

Salesmanship is a profession. It is not simply drawing a pay check at the close of each week You are giving to the trading public a service when well rendered, that increases the persona pride, protects the health and develops thei happiness in that which you are serving to them each day over the counter. It is this service with its results that if we keep uppermost in our mind will cause us to realize that we fill an important part in this world's development.

* Efficiency expert of the National Cash Register Company.

A TRADE BUILDING STUNT

Here Is a Selling Plan Which Any Grocer Can Adapt to Increase the Sale of Many of His Goods

HERE is a trade building hint which many re tailers can adapt to advantage. While th experience related below concerns flavoring ex tracts and spices, the plan can be adapted wi variations to a number of other commodities handled by all grocers.

A druggist who realized the possibility of doin a good business in spices and flavoring extract put in a line of these products, but was at a lo as to what was the best method of attracting pa

Farrington's
"Eagle and Lamb"
JAPAN TEA
THE G. B. FARRINGTON COMPANY
Established 1804 NEW YORK

Domino Syrup

Quality, flavor, and appealing color make Domino Syrup one of the best sellers on the market.

It is made daily by the refiners of Domino Package Sugars and can be bought as needed by the trade.

Domino Syrup is a cane sugar syrup with the delicious cane flavor. For table and cooking.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown, Golden Syrup.

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

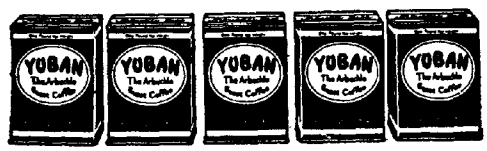
These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

ARBUCKLE BROTHERS

Yuban Coffee Department

NEW YORK PITTSBURG CHICAGO



lic attention to the fact. Accordingly, says the "National Drug Clerk," he consulted his wife. At her suggestion he ran an ad in the local newspaper, offering prizes of from one dollar to five dollars for the best recipes which called for his spices and flavoring extracts. Later he had the best recipes printed and bound up in a small booklet of sixteen pages. This he distributed generally among the housewives of the community.

Needless to say, his booklet aroused considerable interest, because the contributors of the gems of culinary science contained therein were all women who were well known in the neighborhood, and as there was no lack of emphasis upon the fact that this particular druggist carried only the very best and purest of spices and flavoring extracts, his business in that line soon developed.

Want Advertisements

Classified want advertisements under regular heading $3 for twenty-five words or less. Additional words *four* cents each. *Payable cash with order.*

Help Wanted

WANTED by Southwestern grocer and coffee roaster, thoroughly posted man to take charge of their coffee department. We are not looking for a salesman, but want thoroughly sober, industrious, capable man who knows coffee. Good salary to right party. Address Box 524, care of THE TEA AND COFFEE TRADE JOURNAL.

SALESMAN WANTED—A large St. Louis coffee concern operating nationally seeks the services of an experienced salesman for developed territory in the Middle West. To be considered, applicants must have had experience selling the wholesale grocery, preferably coffee, teas, spices, and extracts. Address W. C. BECKER, Gardner Advertising Co., 17th & Locust Sts., St. Louis, Mo.

Miscellaneous

FOR SALE—Two Duplex automatic net weighers, nearly new, $75.00 each; one Little Wonder net weigher, $100.00. Address Box 525, care of THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—One Universal coffee mill; ½-hp. direct current; capacity 6 pounds; practically new. Will sell cheap. JOHN J. GEARY, 105 Water Street, New York, N. Y.

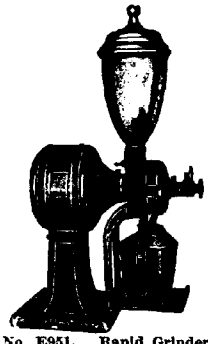
WANTED by Middle West manufacturer, Schurz O'Neil sugar grinding equipment. Must be in first class condition. State what you have to offer, and your lowest price. Address Box 526, care of THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—2½-bag Burns cylinder coffee roaster and milling machine at great sacrifice. Latest gas model in perfect condition. Will sell at 50% value today. MAZO BROTHERS CO., 608 Pennsylvania avenue, N.W., Washington, D. C.

"EXACT WEIGHT" Scales represent NINE PARTS SCALES AND ONE PART UNSKILLED LABOR. Any fool can draw a straight line with a rule.

Skilled, experienced operators can produce accurate weights on ordinary scales.

Pleased Customers Are Unpaid Salesmen



No. E951. Rapid Grinder. Granulating capacity 5 lbs. per minute, ½ horse power motor. Hopper capacity, 5 lbs.

Your Store, Large or Small needs a

UNIVERSAL

Electric Coffee Mill

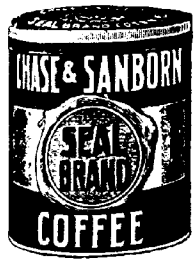
To get all the profits you are entitled to, your store must be equipped to supply all your customers' needs. The world of trade has moved up a notch. Have you moved with it? Store efficiency is more necessary than ever. Prove to your customers that you are efficient by using a

UNIVERSAL

Order through your Universal Jobber

LANDERS, FRARY & CLARK

New Britain Connecticut



"The Survival of the Fittest"

"The Brand That Brews the Best"

To no field of endeavor is the old maxim more directly applicable than to that of mercantile striving. For nearly threescore years, through fair weather and foul, merchants have pinned their faith to SEAL BRAND COFFEE and have successfully weathered every storm. It is to-day what it was a half century or more ago—THE LEADING FINE COFFEE OF THE COUNTRY.

CHASE & SANBORN'S
Seal Brand Coffee
BOSTON CHICAGO MONTREAL

KAFFEE HAG
IT'S PERFECT COFFEE

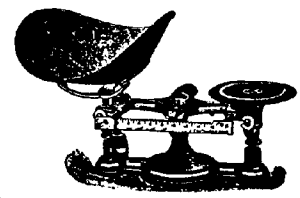
KAFFEE HAG COFFEE does not interfere with the sale of your own coffees. It is a perfect caffeine-freed coffee, blended from choicest selected coffees and is intended for those people who are NOT at present drinking ordinary coffee. Instead they are now using numerous cereal substitutes which in recent years have gained tremendously in popularity, interfering with the grocers' coffee sales.

Sell KAFFEE HAG and increase your coffee sales.

AT ALL JOBBERS

KAFFEE HAG CORPORATION
New York City Chicago Cleveland

CHATILLON SCALES



CHATILLON TRIP SCALES

are a necessary item in the tea and coffee merchant's equipment.

Accurate, reliable, and endorsed by the highest authorities, Chatillon Trip Scales have become most popular with merchants. Compactly made, durable and of first-class workmanship throughout, they are the product of eighty-five years' experience in scale-making.

Write for prices and illustrated litertaure

THE BUYER'S GUIDE

¶ Being an index of products advertised in this publication, classified for ready reference. ¶ If you fail to locate any needed article, write the "Information Bureau" of THE TEA AND COFFEE TRADE JOURNAL, and full information will be furnished without charge.

Baking Powder
General Chemical Co., 25 Broad Street, New York.
Manhattan Baking Powder Co., 264 Spring Street, New York.
New York Baking Powder Co., 17 Green Street, Albany, New York.

Caramel Coloring
Thomas Henderson & Co., Inc., 14 Cliff Street, New York.

Cocoa Beans
John Clarke & Co., 135 Front Street, New York (brokers).
Jules Maes & Co., 80 Wall Street, New York (importers).
Seggerman Bros., Inc., 91 Hudson Street, New York (brokers).

Cocoa & Chocolate
Ambrosia Chocolate Co., 331 Fifth Avenue, Milwaukee.
Walter Baker & Co., Ltd., Dorchester, Mass.
W. H. Baker, Inc., Winchester, Va.
Blumenthal Bros., Bridesburg, Philadelphia.
Hooton Cocoa Co., Newark, New Jersey.

Cocoanut
Franklin Baker Co., Philadelphia.

Coffee—Caffeinless
Kaffee Hag Corp., Cleveland.

Coffee Fillers
American Cereal Coffee Co., 315 W. Chicago Avenue, Chicago.
Hillis Cereal Coffee Co., Rodney and Ainslie Sts., Brooklyn.
Milwaukee Importing Co., Milwaukee.
E. B. Muller & Co., 211 Franklin Street, New York.

Coffee—Green
J. Aron & Company, 95 Wall Street, New York.
Braunling Coffee Co., 96 Water Street, N. Y.
J. E. Carret & Co., 100 Front Street, N. Y. (brokers).
S. Cassinelli & Co., 221 California St., San Francisco.
Cogollo & Co., Cucuta, Colombia, South America.
Dannemiller Coffee Co., Brooklyn.
Chas. Dittmann Co., 223 Magazine Street, New Orleans.
Eppens Smith Co., 267 Washington Street, N. Y.
M. S. Good & Co., St. Louis (brokers).
W. R. Grace & Co., New York, New Orleans and San Francisco.
Hard & Rand, New York, New Orleans, San Francisco.
M. I. Horwitz, 139 Front Street, New York.
Leon Israel & Bros., 101 Wall St., New York.
Jones Bros.' Tea Co., Inc., 107 Front Street, N York.
M. Levy's Sons, New York, New Orleans, S Francisco.
Livierato-Kidde Co., 106 Wall Street, New Y (Mocha).
Jules Maes & Co., Inc., New York and N Orleans.
Mitsui & Co., Ltd., 87 Front Street, New York
Monahan Brokerage Co., 707 Clark Ave., Louis (brokers).
Old Dutch Mills, 65 Front Street, New York.
Pan-American Coffee Co., 417 W. Ohio Str Chicago (cultured coffee).
S. Pfeifer & Co., 310 Magazine Street, N Orleans.
Alex. H. Purcell & Co., 28 Old Slip, New Y (brokers).
Ruffner, McDowell & Burch, 326 W. Madi St., Chicago (brokers).
Sasco Coffee Co., 81 Front Street, New York.
Handelmaatschappy "Transmarina," Inc., Fulton St., New York.
Woods Ehrhard & Co., 108 Front Street, N York (brokers).
Young & Jessen, Wabash and So. Water S Chicago (brokers).

Coffee Publicity
Joint Coffee Trade Publicity Committee, 74 W St., New York.

Coffee Milling, Cleaning, Separating, etc.
Reeve & Van Riper, 46 Water Street, New Y

Coffee—Roasted
Arbuckle Bros., Old Slip, New York.
Chase & Sanborn, Boston.
Dannemiller Coffee Co., Brooklyn.
Denison Harwood Co., 341 River Street, Chic
Dwinell-Wright Co., 311 Summer Street, Bost
Eppens, Smith Co., Washington and Wa Sts., New York.
G. B. Farrington Co., 59 Water St., New York
B. Fischer & Co., 190 Franklin Street, New Y
International Coffee Co., 533 Greenwich St New York.
Merchants' Coffee Co. of New Orleans, Ltd., Tchoupitoulas Street, New Orleans.
Meyer Bros. Coffee & Spice Co., 400 S. Sev Street, St. Louis.
Old Dutch Mills, 65 Front Street, New York
Ross W. Weir & Co., Inc., 60 Front Street, York.
Geo. F. Wiemann & Co., 406 Greenwich St New York.

Coffee Roasters for Trade
John W. Haulenbeek Company, 393 Green Street, New York.

(Continued on page 384)

Franklin Golden Syrup

a cane sugar product of the quality of Franklin Package Sugars.

Delicious for table use—just right for cooking.

The Franklin Sugar Refining Company
PHILADELPHIA
"A Franklin Cane Sugar for every use"
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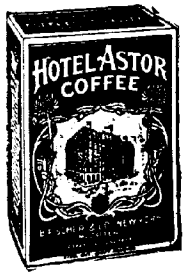
Equal to the Occasion
Winter or Summer



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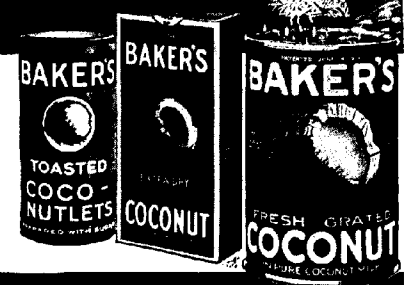

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TOASTED COCONUTLETS
FRESH COCONUTS
REFINED COCONUT OILS
RAW COCONUT OILS

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Condensed Milk
Carnation Milk Products Co., 733 Consumers' Bldg., Chicago.

Coffee Packers (private label)
David G. Evans Coffee Co., 704 N. Second St., St. Louis.

Coffee—Soluble
Soluble Coffee Co., of America, 97 Water Street, New York.
G. Washington Sales Co., 522 Fifth Avenue, New York.

Containers
American Can Co., 120 Broadway, New York (tin and fibre cans).
Arkell Safety Bag Co., 120 Broadway, New York (paper linings).
Canister Co. of New Jersey, Phillipsburg, N. J., and New York (tin and composite cans).
Continental Paper & Bag Mills, 16 E. 40th St., New York (paper bags).
Federal Tin Company, Inc., Baltimore (tin cans).
Fidelity Can Co., Baltimore (tin cans and wooden shipping boxes).
General Can Co., 16th and Canal Sts., Chicago (tin and fibre cans).
Gille Manufacturing Co., 1421 W. 9th St., Kansas City (tin and fibre cans).
Hinde & Dauch Paper Co., 851 Water St., Sandusky, O. (corrugated fibre shipping cases).
Miller Fibre Products Co., 350 W. Ontario St., Chicago (fibre cans and tubes).
National Paper Can Co., 567 Clinton St., Milwaukee (fibre cans).
New York Container Co., 105 Hudson St., New York (fibre and composite shipping drums).
Peerless Paper Box Mfg. Co., Cleveland (cartons).
W. C. Ritchie & Co., 414 S. Green Street, Chicago (all fibre and tin top and bottom cans).
Thomas M. Royal & Co., Bryn Mawr, Pa. (paper bags & cartons).
Star Corrugated Box Co., 372 South Street, New York (shipping containers).
Union Bag & Paper Corp., Woolworth Bldg., New York (paper bags).
Weis Fibre Container Corp., 101 Front St., Monroe, Mich (parchment lined fibre cans).

Coffee Making Devices
The Tricolator Co., 62 E. So. Water St., Chicago.

Collapsible Tin Tubes
Peerless Tube Co., 218 Broadway, New York.
White Metal Mfg. Co., 1006 Clinton St., Hoboken, N. J.

Essential Oils
Antoine Chiris & Co., 18 Platt St., New York.
Ungerer & Co., 124 W. 19th Street, New York.

Flavoring Extracts
Garrett & Co., Brooklyn.
Price Flavoring Extract Co., 237 E. Superior St., Chicago.
C. F. Sauer Co., Richmond, Va.
Van Duzer Extract Co., 329 Greenwich Street, New York.
The Widlar Co., Cleveland, Ohio.

Labels
Thomas M. Royal & Co., Bryn Mawr, Pa.

Liners
Arkell Safety Bag Co., 120 Broadway, New York
Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.

Macaroni
Briggs Cereal Products Co., Cincinnati, Ohio.

Machinery—Can Making
Samuel M. Langston Co., Camden, N. J.

Machinery—Coffee
Jabez Burns & Sons, 11th Ave & 43rd Street, New York (factory).
A. J. Deer Co., 1127 West Street, Hornell, New York (store).
Huntley Manufacturing Co., Silver Creek, N. Y. (factory).
Lambert Machine Co., Marshall, Mich. (factory)
Laurel Manufacturing Co., 267 N. Third St., Philadelphia (factory).
The Braun Company, 1615 N. 23rd St., Philadelphia (store & factory).
Landers, Frary & Clark, New Britain, Conn. (store).

Machinery—Mustard
Paul Ochmig & Co., 1948 West Ohio Street, Chicago, Ill.

Machinery—Packaging
E. Edtbauer & Co., 1121 W. Washington Blvd., Chicago (automatic weighers).
Jagenberg Machine Co., Inc., 131 W. 24 St., New York.
Johnson Automatic Sealer Corp., Battle Creek, Mich.
National Packaging Machinery Co., 172 Green St., Jamaica Plain, Boston.
Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass.
C. T. Small Mfg. Co., Ferguson & Vernon Avenues, St. Louis.

Machinery—Peanut
Jabez Burns & Sons, 11th Ave. & 43d St., New York.
Lambert Machine Co., Marshall, Mich.

Machines—Stencil
Diagraph Stencil Machine Corp., 9th & Clinton Sts., St. Louis.

Mustard
A. Colburn Co., 110 N. 2nd St., Philadelphia.

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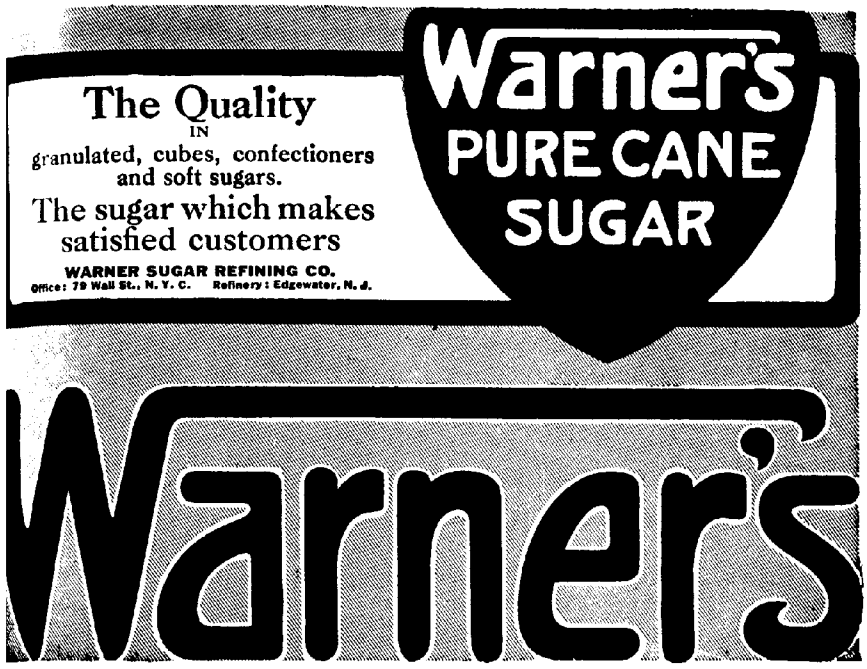

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and are now packing for some of the leading firms of the country

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PUT YOUR TRADE WISE

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of NEW ORLEANS, Ltd.
NEW ORLEANS
B. C. CASANAS, President

THE BUYER'S GUIDE

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Nitrate of Soda
Dr. William S. Myers, 25 Madison Avenue, New York.

Premium Specialties
Aluminum Products Co., La Grange, Ill. (aluminum ware).
Limoges China Co., Sebring, Ohio (china ware).
Saxon China Co., Sebring, Ohio (china ware).

Rice—Package
Ralph Goldsmith Co., New Orleans.

Scales—Factory
Smith Scale Co., 611 N. 4th St., Columbus, Ohio (for checking purposes).

Scales—Store
John Chatillon & Sons, 85 Cliff Street, New York.

Shredded Wheat
The Shredded Wheat Co., Niagara Falls, New York.

Seals—Gummed
Fenton Label Co., 506 Race Street, Philadelphia.
Thomas M. Royal & Co., Bryn Mawr, Pa.

Spices
Archibald & Lewis, 18 Desbrosses St., New York.
John Clarke & Co., 135 Front Street, New York.
The A. Colburn Co., 110 N. 2nd Street, Philadelphia.
The Widlar Co., Cleveland.

Spice Grinders
Archibald & Lewis Co., 18 Desbrosses St., New York.
The Widlar Co., Cleveland.

Store Fixtures
Empire Hardware Co., 272 West Broadway, New York.
National Cash Register Co., Dayton, Ohio.
Sherer-Gillett Company, 1707 S. Clark Street, Chicago.

Sugar Brokers
M. S. Good & Co., St. Louis.
Ruffner, McDowell & Burch, New York, New Orleans, Chicago, & San Francisco.

Sugar Refiners
American Sugar Refining Co., 117 Wall Street, New York.
Franklin Sugar Refining Co., Philadelphia.
A. R. O'Neill, Inc., 68 Williams Street, New York.
Warner Sugar Refining Co., 79 Wall Street, New York.

Tea Brokers.
Macy Bros. & Gillett, Inc., 98 Wall Street, New York.

Tea Exporters
Francis Peek & Co., Batavia, Java.
Otis A. Poole, 55 Kita Ban-Cho, Shidzuoka, Japan.
Rowley Davies & Co., 5 Fenchurch Street, London.

Tea Bags—Individual
National Urn Bag Co., 174 E. 104th Street, Ne York.

Tea Balls
Upham Food Products, Inc., 329 Greenwich S New York.

Tea Importers
J. Aron & Company, 416 Poydras Street, Ne Orleans.
Carter Macy & Co., 142 Pearl Street, New York
A. Colburn Co., 110 No. 2nd Street, Philad phia.
Hunt & Co., 96 Water Street, New York.
Jardine Matheson & Co., 63 Wall Street, Ne York.
Jones Bros. Tea Co., Inc., 107 Front Street, Ne York.
Mitsui & Co., Ltd., 87 Front Street, New York
Murai Trading Co., Ltd., 96 Front Street, Ne York.
Francis Peek & Co., Batavia, Java.
Otis A. Poole, 55 Kita Ban-Cho, Shidzuok Japan.
Rowley, Davies & Co., 5 Fenchurch St., Lond
Handelmaatschappy "Transmarina", Inc., 94 Fu ton Street, New York.
J. C. Whitney Co., New Yor & Chicago.

Tea Packers for the Trade
Carter Macy & Co., 142 Pearl Street, New Yo
David G. Evans Coffee Co., 704 No. 2nd S St. Louis, Mo. (private label).
Reeve & Van Riper, 46 Water Street, New Yo
J. C. Whitney Co., New York & Chicago.

Tea Propaganda
Tea Association of the United States, New Yo

Trade Mark Service
Trade Mark Title Co., Fort Wayne, Indiana.

Urns—Coffee
Victor V. Clad Co., 219 S. 11th Street, Phil delphia.

Urn Bags
National Urn Bag Co., 174 E. 104th Street, Ne York.

Vanilla Beans
M. L. Barrett & Co., 233 W. Lake Street, C cago.
Antoine Chiris & Co., 18 Platt Street, New Yo
Thurston & Braidich, 27 Cliff Street, New Yo
Ungerer & Co., 124 W. 19th St., New York.

Wagon Distributers' Specialties
Arcadia Food Company, 174 Hudson Street, Ne York (lemon pie filling).
Briggs Cereal Products Co., Cincinnati, Oh (macaroni).
Federal Pure Food Co., 2309 Archer Aven Chicago (food specialties).
Graham Bros. & Co., 1319 W. Lake Street, C cago (hair shampoo).

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A superior quality of Chicory produced by a new process of roasting by indirect firing preventing any carbonizing and allowing in consequence the use of a larger percentage.

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Growers, Dryers, Roasters and Manufacturers of Chicory in all its Various Forms

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Grade, Roast, Granulation and Price to Meet Your Requirements

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BROOKLYN, N. Y.

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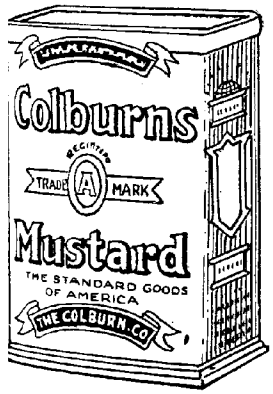
Colburn's Mustard

Famous "A" Brand *Fanciest "DSF" Quality*

YOU may not be a chemist but you can make four simple tests that will prove beyond the question of a doubt the superior quality of Colburn's mustard.

Mix with water some of the perfectly milled Colburn mustard flour just as it comes in the can to your counter —stir into a smooth paste, then—



Test it for color—note its bright, golden yellow

Test it for flavor—you get the rich, genuine mustard taste.

Test it for milling—the glossy smoothness of the paste shows expert milling through finest silk bolting cloth.

Test it for pungency—it has the essence of mustard value—the snappy strength and true mustard tang.

These are characteristics of Colburn's—the best mustard in the world. Good grocers sell it because they have known it since 1857 as

The Standard Mustard

With our enlarged production we are ready to fill all orders immediately

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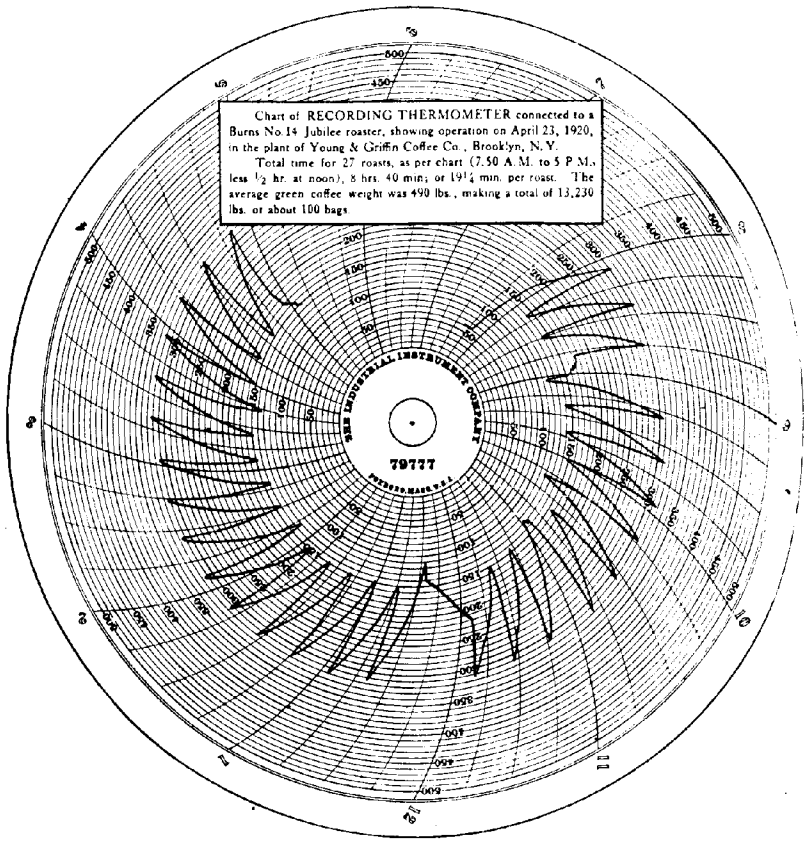
Mustard	Cooking Herbs	Flavoring Extracts
Spices	Pickling Spices	Other Condiments

Finer Roasts with Less Gas

Roasting with our Jubilee machine is a complete program of gaining and saving. If you want wholesale production of perfectly roasted coffee, with minimum gas fuel, you surely need the Jubilee roaster.

We have numerous automatic records, like the chart below, showing daily performance in various establishments. Each peak of the zigzag line means a completed roast; the circles show 10-degree changes in the temperature of the coffee, and the curving radial lines give the time of day in quarter-hour divisions.



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Austin, Nichols & Co.,	Brooklyn
J. H. Bailey Coffee Co.,	Macon
Betterton-Ruppert Coffee Co.,	Ashland
M. J. Brandenstein & Co.,	San Francisco
G. E Bursley & Co.,	Ft. Wayne
Carroll, Brough & Robinson	Oklahoma
Cheek-Neal Coffee Co.,	Richmond
Clossett & Devers,	Portland
Dannemiller Coffee Co.,	Brooklyn
Paul de Lima Co.,	Syracuse
De Soto Coffee Co.,	Savannah
Donald Co.,	Grand Island
Dwinell-Wright Co.,	Boston
Dwinell-Wright Co.,	Chicago
Eagle Grocery Co.,	Jersey City
T. Eaton Co.,	Winnipeg
El Reno Wholesale Grocery Co.,	El Reno
Ennis-Hanly-BlackburnCof.Co.,	KansasCity
Eppens, Smith Co.,	New York
Eureka Tea Co.,	Chicago
David G. Evans Coffee Co.,	St. Louis
Evertsen & Borling	Brooklyn
Fargo Mercantile Co.,	Fargo
J. A. Folger & Co.,	Kansas City
J. A. Folger & Co.	San Francisco
Fort Smith Coffee Co.,	Fort Smith
Githens, Rexsamer & Co.,	Philadelphia
Gould, Wells & Blackburn Co.,	Madison
Griffin Grocery Co.,	McAlester
Griggs, Cooper & Co.,	St. Paul
Wm. Grossman Co.,	Milwaukee
Hale-Halsell Grocery Co.,	McAlester
Hanley & Kinsella C. & S. Co.,	St. Louis
Harnit & Hewitt Co.,	Toledo
Hills Bros.,	San Francisco
S. H. Holstad & Co.,	Minneapolis
Henry Horner & Co.,	Chicago
Japan Tea Co.,	St. Paul
H. Jevne Co.,	Los Angeles
Johnson-Layne Coffee Co.,	St. Louis
Joannes Bros. Co.,	Los Angeles
Keil Grocery Co.,	Billings
C. D. Kenny Co.,	Cleveland
Knickerbocker Mills Co.,	New York
Lafer Bros.	Detroit
Francis H. Leggett & Co.,	New York
U. & J. Lenson Co.,	New York
Levering Coffee Co.,	Baltimore
W. F. McLaughlin & Co.,	Chicago
McNeil & Higgins Co.,	Chicago
Samuel Mahon Co.,	Ottumwa
Manning & Co.,	Seattle
Henry May & Co.,	Honolulu
Newmark Bros.,	Los Angeles
D. W. Ohlandt & Sons,	Charleston
Paxton & Gallagher Co.,	Omaha
Geo. Rasmussen Co.,	Chicago
Royal Tea Co.,	Chicago
A. Schilling & Co.,	San Francisco
Wm. Schotten Coffee Co.,	St. Louis
Schwabacher Bros. & Co.,	Seattle
Sehon, Stevenson & Co.,	Huntington
C. F. Smith Co.,	Detroit
Spray Coffee & Spice Co.,	Denver
Star Cash Stores Co.,	Dallas
Stetson-Barret Co.,	Los Angeles
John A. Tolman & Co.,	Chicago
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Wilkinson, Gaddis & Co.,	Newark
Williamson-Halsell-Frasier Co.,	Oklahoma
Wilson Coffee Co.,	Tampa
Young & Griffin Coffee Co.,	Brooklyn
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Young-Mahood Co.,	Pittsburg

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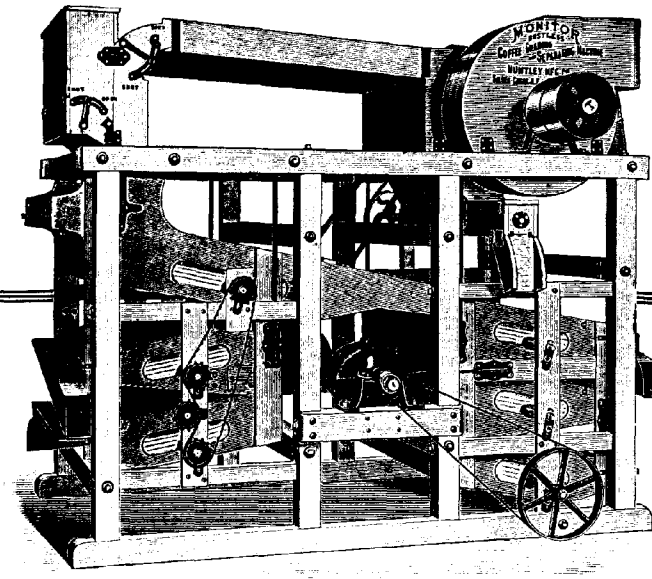


THE MONITOR

Coffee Grader and Cleaner

Over twenty-five years ago the "Monitor" coffee grader and cleaner was introduced on the market. Since that time, a large corps of skilled engineers and inventors have been working to make it the best machine of its kind in the world. Months of hard work on their part have often resulted in merely the moving of a bolt, slight shifting of an attachment, or the elimination of an extra part—all in an effort to produce an efficient, finished product.

We now offer the coffee trade what we conscientiously believe to be the most perfect coffee grader and cleaner on the market today.

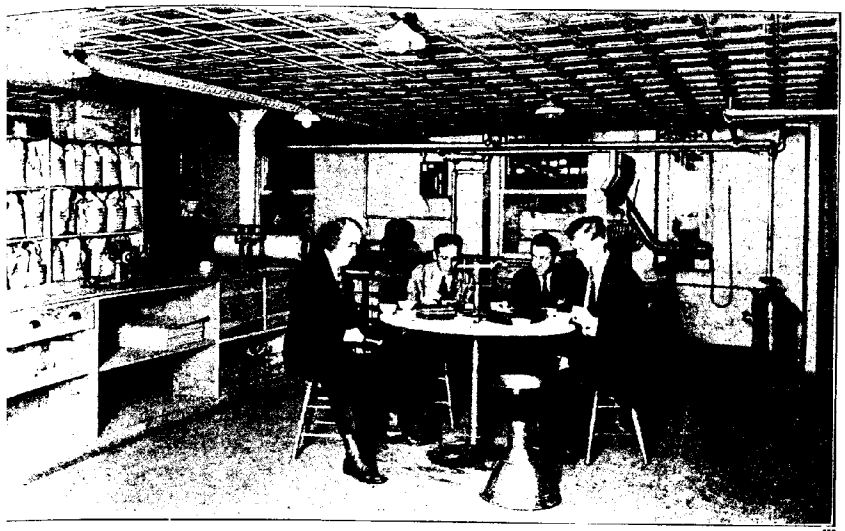
Catalog No. 64 describes fully the construction and operation of this machine. Write for it now.

Huntley Manufacturing Co.

Coffee Roasting Plants Completely Equipped

Silver Creek **New York**

Canadian Plant
HUNTLEY MFG. CO., Ltd.
Tillsonburg, Ont.



Concerning Cup Tested Coffees

This series of little journeys through our New York offices would not be complete without a view of the coffee sampling and testing room. The equipment of this room is all that it should be.

Seated at the table in the above picture are two of our coffee buying friends, making their own selections by the cup testing method, with the assistance of men of our own staff.

We wish it might be possible for all of our customers to meet with us at the testing table.

In the absence of this privilege, it will continue to be our aim to give coffee buyers the benefit of the best testing skill and thereby furnish coffees that will contribute to larger sales and also bring about increasing confidence in our ability to serve.

J. Aron & Company, Inc.

Importers *COFFEE* *Exporters*

New York, Chicago — New Orleans, San Francisco — Santos, London

Lambert Peanut Butter Machinery

Our extended experience in the designing and manufacturing of Peanut Butter Machinery as well as in the manufacture of Peanut Butter is at your service.

Our complete plants include the following units:

Roasters **Grinders**
Coolers **Mixers**
Stoners **Elevators**
Cleaners **Conveyors**
Blanchers **Aspirators**
Storage Tanks
Automatic Salters
Automatic Bottle Fillers

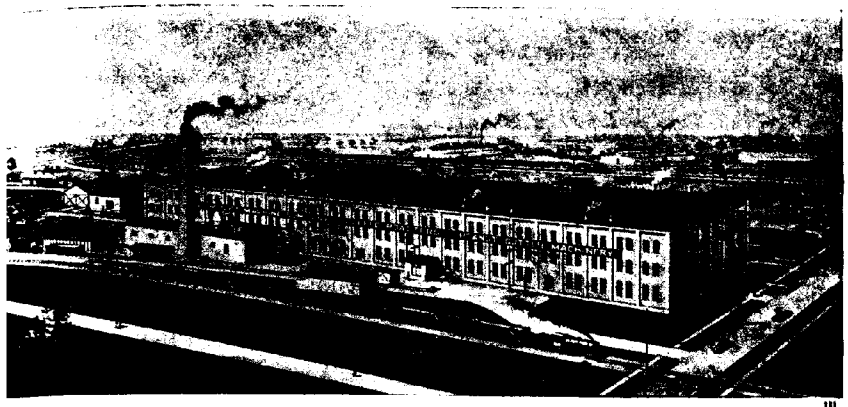
Lambert Peanut Butter Machinery excels in completeness and mechanical perfection of details.

A complete engineering plant saves time and money.

Lambert Machine Company

MARSHALL, MICHIGAN

"Pioneer Manufacturers of Peanut Butter Machinery"



Home of the "Lambert" Line

The above cut visualizes the home of the "Line that Excels." This modern plant is devoted to the manufacture of a complete line of coffee roasting and peanut butter making machinery. The facilities offered by this up-to-date factory and our best engineering skill are exclusively devoted to the manufacture of these two lines of machinery. The plant is fully equipped with a view to turning out the best possible machines at lowest prices consistent with thorough workmanship.

The home of the "Line that Excels" represents years of endeavor. The Lambert Company is a pioneer in the manufacture of indirect flame gas coffee roasters, and also peanut butter machinery.

We are prepared to design and build to order complete plants for the manufacture of peanut butter or for roasting coffee. Preliminary plans and estimates submitted for the asking.

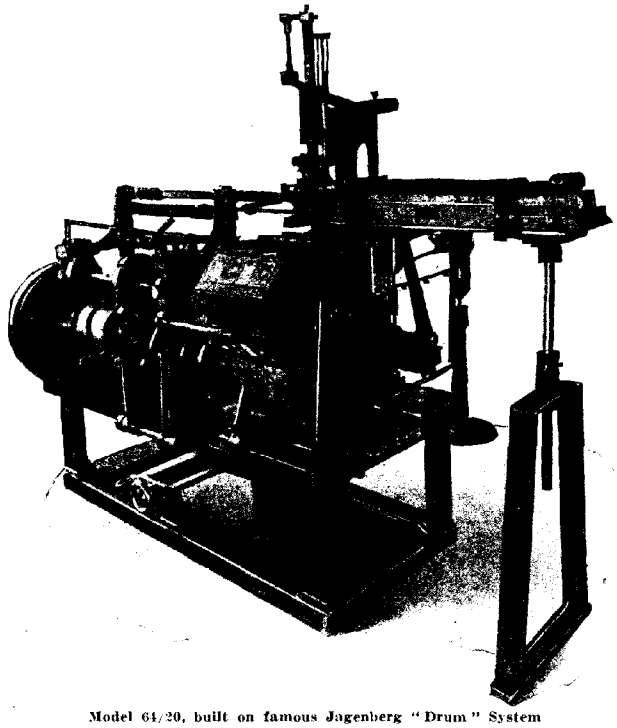
Lambert Machine Company

Marshall Michigan

A Dependable Machine for

Labeling Square Cans Automatically

For Cocoa, Tea, Coffee and Spice Cans



Model 64/20, built on famous Jagenberg "Drum" System

Labeled cans remain sufficiently dry for immediate packing.
Output 34-36 neatly labeled cans, square or rectangular, per minute.
Labels are coated all over with adhesive, creating air-tight effect.
Machine adjustable to several sizes, whether cans or boxes.

Used extensively by leading food packers and manufacturers

Jagenberg Machine Company, Inc.

PACKAGE AND LABELING MACHINES FOR MOST PURPOSES

Office, 131 W. 24th St. New York

(Near all leading RR. Stations)

L ON ISRAEL & BROS INC.
10 WALL ST. NEW YORK
N LEANS, SAN FRANCISCO, ST. LOUIS
C RIO DE JANEIRO, SANTOS
REEN COFFEE

What is *your* package output?

15,000 to 18,000 per day per unit? If not, why not? Packers of 90% of the world's machine-packaged goods get that many every day of every month of every year, year after year. Moreover, every package is accurate, sanitary, dust-proof and (where required) airtight.

Why not call in one of our packaging experts and have him explain how Pneumatic Packaging Machinery will automatically line, weigh, fill, seal, wrap and date *your* product, whether it be sugar, cocoa, coffee, tea, rice, spices, cereals, currants, macaroni, flour, tapioca, salt, soap flakes, baking powder, etc. Make him show you how every machine will replace up to 40 operators and save tons of valuable material annually.

Write our nearest sales branch today.

PNEUMATIC SCALE CORPORATION, LTD.

Norfolk Downs, Mass.

Boston New York Chicago

PNEUMATIC PACKAGING MACHINERY

Built in units—each complete to perform some particular operation such as lining, weighing, filling or wrapping.

Units are designed to operate harmoniously as a system. You buy units as needed—like sections of a book-case.

112-10

HARD & RAND

Importers and Jobbers of Coffee

Head Office:
107 Wall St., New York City

Branch City Sales Office:
202 Franklin St., New York City

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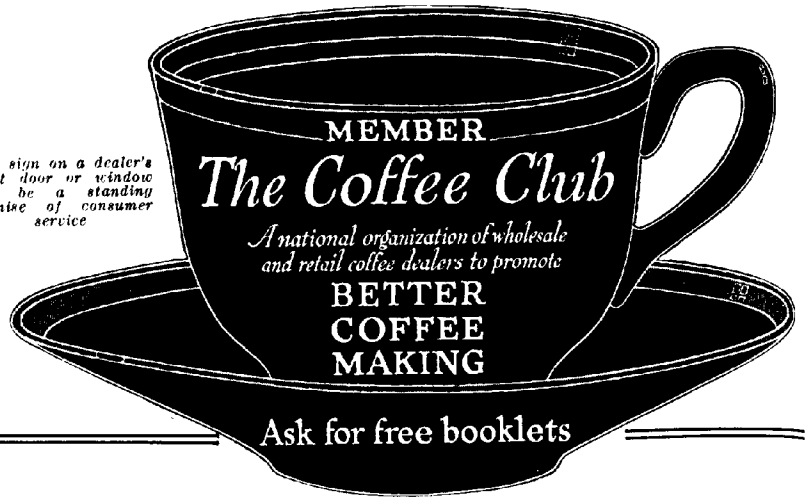
Rio de Janeiro, Brazil
Santos, Brazil
Sao Paulo, Brazil
Victoria, Brazil
Batavia, Java
Cordoba, Mexico
Guatemala City, Guatemala
London, England
Venezuela

DOMESTIC BRANCHES:

Chicago, Illinois
St. Louis, Missouri
New Orleans, Louisiana
San Francisco, Cal.

Correspondents in all other principal markets



This sign on a dealer's front door or window will be a standing promise of consumer service

The Coffee Club is the latest development in the National Coffee Advertising Campaign.

Its chief aim is to teach consumers how to make better coffee and to show dealers how they can help consumers to make better coffee.

The members of The Coffee Club comprise those wholesalers who contribute to the National Advertising Campaign and their customers who are cooperating with the better coffee making movement.

The plan by which these signs are distributed and full information about this novel and constructive movement in the coffee trade are contained in the first issue of a monthly publication called "The Coffee Club."

This publication will be mailed free to any coffee wholesaler or retailer and any coffee salesman. *Its circulation will not be limited to the members of the organization for which it is named.*

"The Coffee Club" (the publication) will be first of all an organ for the distribution of information about coffee resulting from the Scientific Coffee Investigation recently begun at the Massachusetts Institute of Technology. Our intention is to make it so attractive and full of information that nobody in the coffee business can afford to be without it.

Wholesalers, dealers and salesmen who wish to receive "The Coffee Club" are requested to write to

JOINT COFFEE TRADE PUBLICITY COMMITTEE
74 Wall Street
New York City

N·R·GRACE & CO.

W YORK - NEW ORLEANS - SAN FRANCISCO

- COFFEE - -

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GUMMED COFFEE SEALS

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506-512 RACE STREET PHILADELPHIA, PENNA.

TRADE
CANCO
MARK

THE SIGN OF
BETTER CANS

AMERICAN CAN COMPANY

Penn's City on the Delaware

The birthplace of "Old Glory" is the birthplace and home-town of THE WORLD'S BEST COFFEE MILLS.

The COLES Electric Mills

are adding new glory to a long-time record of efficiency in service. They're mills of very dependable value. They appeal to sound coffee judgment. They're reasonably priced.

Our Catalogue gives a good deal of information

THE BRAUN COMPANY

Twenty-third and Turner Streets, Philadelphia

100% EFFICIENCY

in your packaging department if you install the

DUPLEX

Automatic Net Weigher

Saves time, labor and money

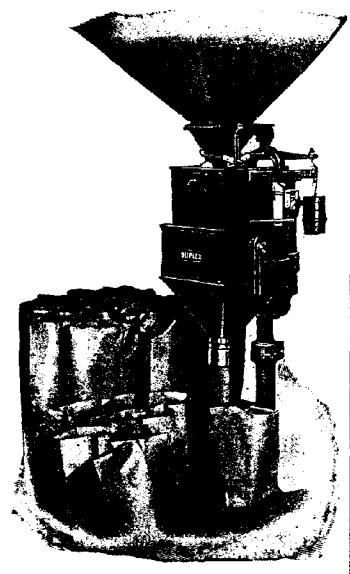
Unexcelled in

Accuracy, Speed, and Reliability

Weighs accurately all free flowing materials such as coffee, sugar, rice, cornmeal, cereal, seeds, salt, etc., at the rate of 35 packages a minute.

PRICE $150.00

THIRTY DAYS' FREE TRIAL!



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SUCCESSORS TO

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Export and Import Commission Merchants

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443 GRAVIER STREET

COFFEES

ALL VARIETIES

Agents for several prominent and reliable shippers in Brazil

SUGAR

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SEEDS : NUTS : ROOTS : BEANS

And other North, Central and South American Products

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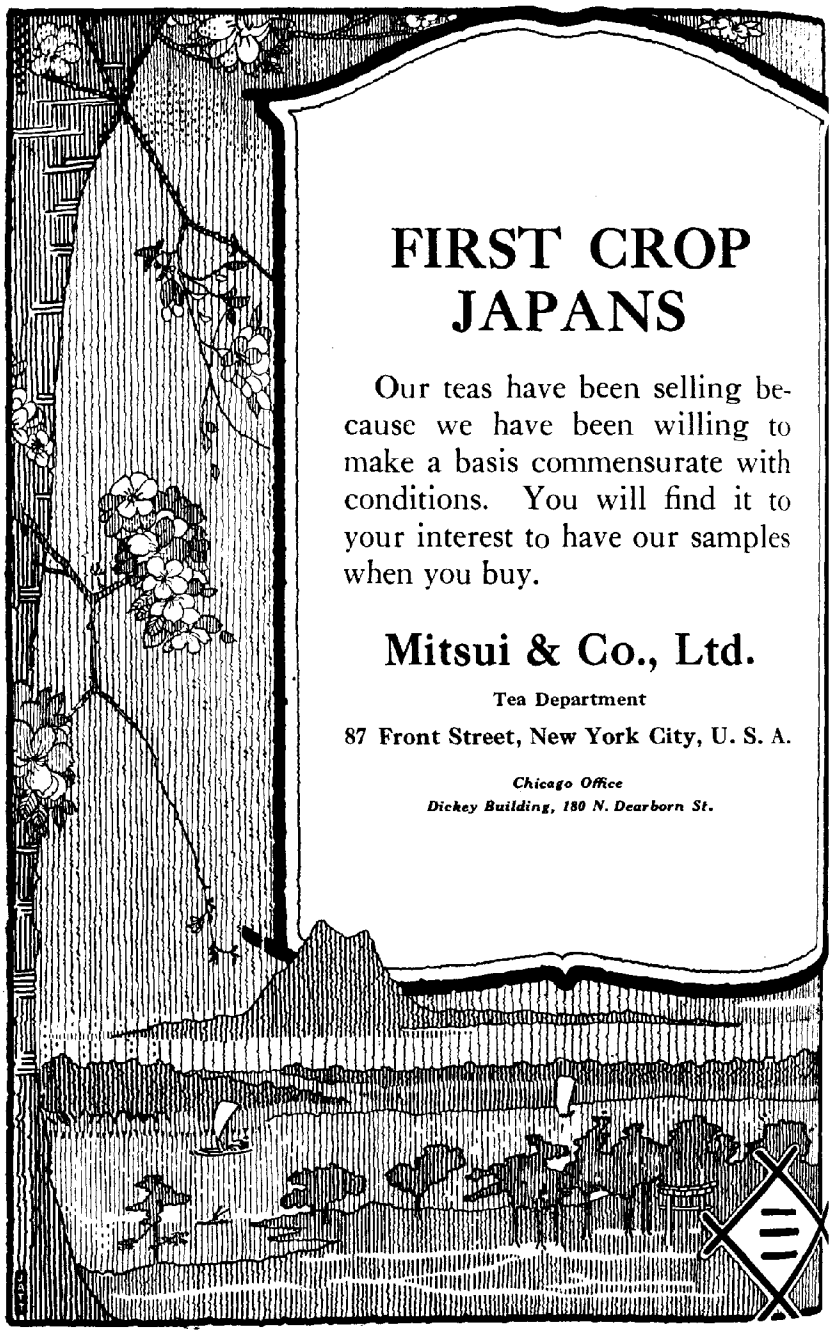
GHENT, BELGIUM
AMSTERDAM HOLLAND

LONDON, ENGLAND
BUENOS AIRES, ARGENTINA
SAN SALVADOR, C. A.

HAVANA, CUBA


FIRST CROP
JAPANS
Our teas have been selling because we have been willing to make a basis commensurate with conditions. You will find it to your interest to have our samples when you buy.
Mitsui & Co., Ltd.
Tea Department
87 Front Street, New York City, U. S. A.
Chicago Office
Dickey Building, 180 N. Dearborn St.

The UPS and DOWNS of the Coffee Business

will be discussed by men who know all its angles at the

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NATIONAL COFFEE ROASTERS ASSOCIATION

St. Louis, November 10, 11 and 12

Hotel Statler

Are you interested in

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Business Conditions in the Coffee Trade
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N. C. R. A. Freight Forwarding Bureau
The National Advertising Campaign
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All these important subjects and others will be handled by speakers of experience and authority

You owe it to your Business to attend this Convention

For Hotel reservations address—Robert Meyer, Chairman, St. Louis Convention Committee, Seventh and Spruce Sts., St. Louis

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Sasco Coffee Company

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GREEN COFFEE EXCLUSIVELY

Correspondence Solicited with Brokers in Unoccupied Territory

EPPENS, SMITH COMPANY

IMPORTERS AND JOBBERS

COFFEES AND TEAS

267-269-271 Washington St. 103-105-107 Warren St. 124 Front Street

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JAVA AND SUMATRA COFFEES

SPOT AND AFLOAT

Offering Some Choice Lots *Ask for Samples*

CARTER, MACY & COMPANY, Inc.

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Carter, Macy & Company
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CARTER, MACY & COMPANY, INC. 紐約 TEAS

INTERNATIONAL
TEA
MERCHANTS

The next time any of your representatives come to New York, wire or write us and we shall arrange to show them through our packing plant so they may have a better idea of our facilities for handling private brand package business.

MAIN OFFICES:

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Members of the Coffee and Sugar Exchange of New York

Cable Address "Ruffwood"

Members New Orleans Board of Trade, Limited

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Braunling Coffee Company

Importers and Jobbers of

COFFEE

Genuine Bourbons are scarce and can be bought in small quantities only from Brazil. We have them for particular buyers.

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Members of New York Coffee and Sugar Exchange.

Bourbons

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J. ARON & COMPANY, Inc.

COFFEE IMPORTERS

416 POYDRAS STREET NEW ORLEANS, LA.

NEW CROP TEAS

Now ARRIVING from

JAPAN-CHINA-FORMOSA

CEYLON-INDIA-JAVA

At the lowest prevailing spot prices
We are always sellers

Stocks Carried in

New York—Boston—Chicago—St. Paul
Montreal—Toronto

Before Buying Ask Our Broker to Show You Samples. Our Prices Will Interest You

Woods Ehrhard & Co.

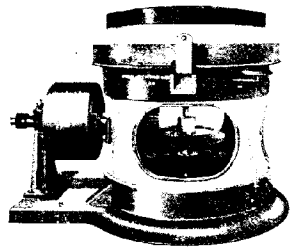
GREEN COFFEE

EVERY WAY

New York

For the Manufacture of Liquid Mustard

We Are Prepared to Supply Machinery of Exceptional Merit



The Patented Iron Frame Mill which the entire trade has found so satisfactory

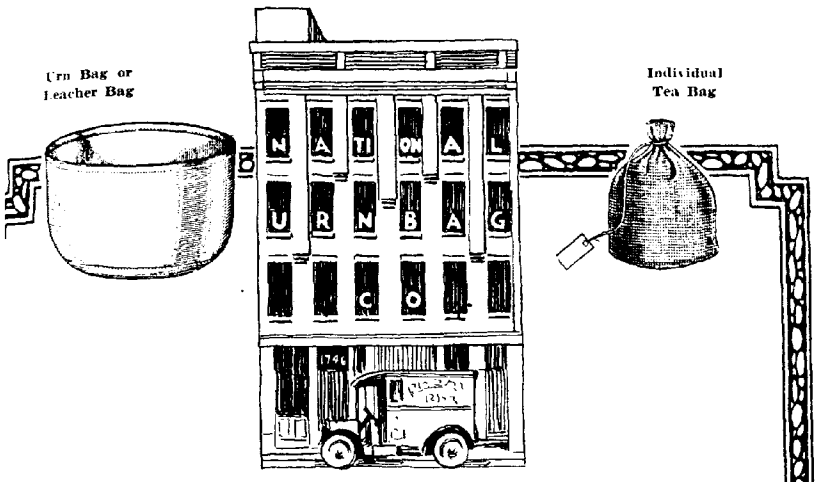
WE BUILD

Grinding Mills, either pulley or chain drive.
Roller Mills and Seed Crushers.
Mixing and Storage Tanks.
Pumps.
Stone Crane Equipment.
Pneumatic Air Outfits to Dress Stones

PAUL OEHMIG & COMPANY

Builders of Specialty Equipment for Manufacturers of Food Products

1948-1954 WEST OHIO STREET CHICAGO



Individual Tea Bags
Coffee Urn Bags

We manufacture just two specialties—individual tea bags and coffee urn bags. We are pioneers in this line.

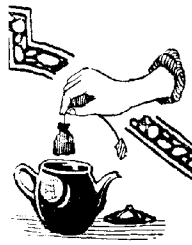
Because of several years' contact with the tea and coffee packers, we believe we know their requirements.

We know that we have the best equipped plant of its kind in the United States.

We seek the opportunity to help tea and coffee packers increase their sales by means of individual tea bags and the right kind of coffee urn bags. Send for samples.

NATIONAL URN BAG COMPANY

174-6 East 104th St.
NEW YORK
Samples on Request.



The New Way
Sanitary—Scientific

The Old Way
Unscientific—Unsatisfactory

BRAZILIAN COFFEE

MILD COFFEE

It doesn't make any difference how much you pay your salesmen or how careful you are in roasting; you are not going to build your business except on a basis of quality green coffee.

S. PFEIFER & COMPANY

310 MAGAZINE STREET NEW ORLEANS

Recent Porto Rican Experiments

proved that eight-year-old trees, which yielded 205 pounds of hulled coffee to an acre, increased their yield to 402½ pounds after an application of

Nitrate of Soda

Valuing the coffee at 15 cents a pound in Porto Rico, the use of Acid Phosphate and Nitrate of Soda made each acre's yield worth $30 more than without Nitrate.

Write for free books on coffee growing.

Dr. William S. Myers
Chilean Nitrate Committee
25 Madison Ave. New York

Trade Mark Service
We Have Standardized the Business

Can You Read Your Titles Clear?

—Inquire of—

Trade Mark Title Co.
Established 1905
FT. WAYNE, IND.
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HUNT & CO.
The Oldest Japan Tea Exporting House in the Orient

JAPAN TEA :: CHINA TEA

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RICE
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RICE
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NEW ORLEANS, LA.
Absolute cleanliness assured—each carton wrapped in wax paper.
There's
GOOD MONEY
in these Good Brands
For years the Ralph Goldsmith Co. line of package rice has meant liberal profits, quick turn-overs, and sure repeats.
First sales are easy—the Domino, Jack Frost and Rex Brands of Rice are favorably known everywhere. Then the unusual quality, purity and absolute cleanliness of Ralph Goldsmith Co. products make repeat orders certain as sunrise.
Don't overlook the money-making possibilities of this line. Stock Domino, Jack Frost and Rex Brand Rice—now.
If your Jobber can't supply you—write us direct.
RALPH GOLDSMITH COMPANY
New Orleans, U. S. A.

COFFEE MADE SOLUBLE

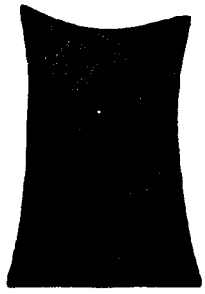
The character of your blend is retained by

OUR PROCESS

Write for particulars—giving some facts regarding requirements

Soluble Coffee Company of America

97-99 Water Street, New York



COGOLLO

The mark of one of the highest Grade Coffees Grown in Colombia, S. A.

A coffee noted for its mild and delicious flavor and unsurpassed fragrancy. Carefully picked, hulled, selected and stored under sanitary conditions.
Whether you buy "Cogollo Lavado," "Cogollo Selecto" or "Cogollo Especial," you are certain of getting a coffee of uniform quality.
For particulars apply to M. Duran, 198 Broadway, New York.
ORDER BY THE NAME "COGOLLO"

COGOLLO & CO.
Cucuta *Coffee Planters*

Rep. of Colombia, S. A.

Jardine, Matheson & Co.

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Importers of all classes of TEA

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CEYLONS, INDIAS AND JAVAS

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JAPAN TEAS

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MONAHAN BROKERAGE COMPANY

(Incorporated)

DEPENDABLE BROKERS IN COFFEE

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COFFEE Milling, Cleaning, Hulling, Separating and Picking

Packers of Teas in all styles. Lead packages a specialty

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DENISON HARWOOD COMPANY

Coffee Importers and Roasters

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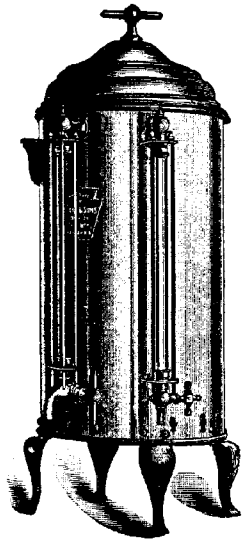
MARK YOUR SHIPMENTS
WITH A **DIAGRAPH**

A Size for Every Need (Built to last a Business Lifetime)

SIMPLICITY, SPEED, ENDURANCE—these, plus new improved features of vital importance not to be had in any other machine, have made the DIAGRAPH famous everywhere for 17 years. They assure permanent satisfaction. The DIAGRAPH performs a broader and more useful range of necessary work than is possible by any other construction. That's why you cannot now name the leading shippers in any leading industry anywhere without naming owners of DIAGRAPHS in quantities of from 1 to 100 or more machines. (Also hundreds used by U. S. and British armies and navies and other departments). That's why it will pay you to see and try the DIAGRAPH first.

A DIAGRAPH pays for itself. Simply ask us today to send you one prepaid. Give it a thorough trial. Buy if you like it. Otherwise return it at our expense. You need a DIAGRAPH right now—why wait?

DIAGRAPH STENCIL MACHINE CORP. 2115 N. Ninth St. ST. LOUIS, MO.



VICTOR V. CLAD COMPANY

217 and 219 South 11th Street

PHILADELPHIA, PA.

Manufacturer of

High Grade Urns

Single or in Batteries for

Coffee—Milk—Cocoa

COMPLETE PACKING ROOM EQUIPMENT

Present conditions in the coffee trade demand even closer attention to packaging costs. The coffee packer who seeks to cut down his operating expenses should investigate the "Johnson" line of automatic machinery.

We are manufacturers of complete packing room equipment, including **automatic carton making, filling, sealing and moisture proofing machinery.**

Write for catalog.

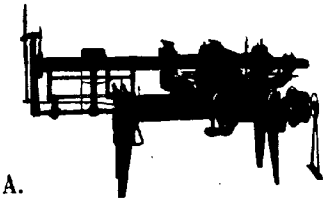
JOHNSON AUTOMATIC SEALER CO., Limited

BATTLE CREEK MICHIGAN

The Scientific knowledge required to make good cans on a "LANGSTON" unit is embodied in the machinery. You can do the rest.

Let us show you how to make your can It's worth while

WRITE



Samuel M. Langston Co., Camden, N. J., U. S. A.

Cable address: Chasapur

ALEX. H. PURCELL & CO.

Coffee Brokers

28 Old Slip, New York

Exclusive representatives in the United States

for

Maurice Bloch, Lepeltier & Cia

of Santos and Sao Paulo

Will be pleased to send samples of spot coffees and quotations on spots, afloats and cost and freight shipments from the source upon request.

The Laurel Improved Coffee Granulator and Chaff Remover

Cheapest and best machine on the market. The machine you will want to increase your sales of clean ground coffee. Write for photo and sample of the work of machine.

Used Coffee Roasting and Grinding Machinery. *Send for list.*

The Laurel Mfg. Co.

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YOUNG & JESSEN

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LONG DISTANCE PHONES

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Member N. Y. Coffee Exchange

CHARLES DITTMANN CO.

Coffee Commission

New Orleans—223 Magazine St., P. O. Box 31
Chicago, 326 River St.

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Messrs. E. Johnston & Co., Ltd., Santos
Messrs. E. Johnston & Co., Ltd., Rio-de-Janeiro
Messrs. Arbuthnot, Latham & Co., Bankers, London
Messrs. Fred'k Huth & Co., Bankers, London
U. S. Branch Standard Bank of South Africa, Ltd.
U. S. Branch of Thames & Mersey Marine Insurance Co., Ltd., of London and Manchester
London Assurance Corporation (Fire Insurance)

Commercial Letters of Credit Issued

Our spot department makes a specialty of selecting and purchasing coffees for the interior trade.

S. CASSINELLI & CO.

221 California St. San Francisco

GREEN COFFEE

All Kinds *All Positions*

J. E. CARRET & COMPANY

Successors to JOHN O'DONOHUE'S SONS

IMPORTERS — JOBBERS

COFFEE

100 FRONT STREET NEW YORK

M. S. GOOD & CO.

Coffee and Sugar Brokers

Foreign and Domestic Letters of Credit

St. Louis

Coffee Roasting for the Trade Only *Coffee Separated*

(No Spice Grinding. No Coffee Selling)

JOHN W. HAULENBEEK CO.

(Established for 38 Years)

NO ACCOUNT TOO LARGE FOR US TO HANDLE. WE MAKE A SPECIALTY OF HANDLING OUT OF TOWN ACCOUNTS

93 GREENWICH STREET Phone Canal { 217 / 218 / 219 } NEW YORK

Your Biggest Profit Maker

Coffee nets you more per pound than any other item you sell. Isn't it sound business logic to increase your sale of it to the greatest possible degree? There is nothing that will do this more quickly, easier, and more surely than a

Royal Coffee System

This consists of a ROYAL Coffee Roaster and a ROYAL Steel-Cutting Mill. Finished in handsomely attractive style, these machines operated in full sight of the public, attract most favorable attention and draw trade for the Coffee Department.

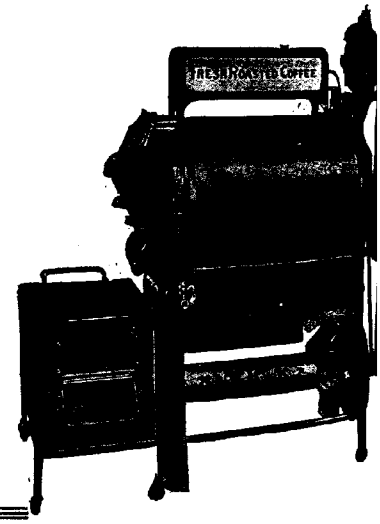
Freshly roasted, properly steel-cut coffee holds trade because the ROYAL way is the correct way of retailing coffee. It insures coffee reaching the consumer immediately after roasting. It insures the proper steel cutting of the coffee. It insures full strength, aroma and flavor in the cup beverage. It insures full profit for the retailer—no dividing with the jobber or wholesaler.

Buy your coffees green—Do your own roasting—Pocket all of the profit to be made and absolutely control your coffee business. We will tell you all about the ROYAL Way and teach you how to roast coffee and to build up a real coffee department.

We Will Give You Fact Figures

Tell us how many customers you have, how much coffee you now sell per week and we will gladly tell you how a ROYAL COFFEE SYSTEM will pay for itself.

Our advertising to popularize Freshly Roasted Coffee is now appearing in the national magazines. See the American Magazine for September



THE A. J. DEER CO. INC.

1127 West St. Hornell, N. Y.

The Blue Book of the Trade

The TEA & COFFEE TRADE JOURNAL

The Grocery Magazine De Luxe

XXXIX

For the Tea, Coffee, Spice and Fine Grocery Trades
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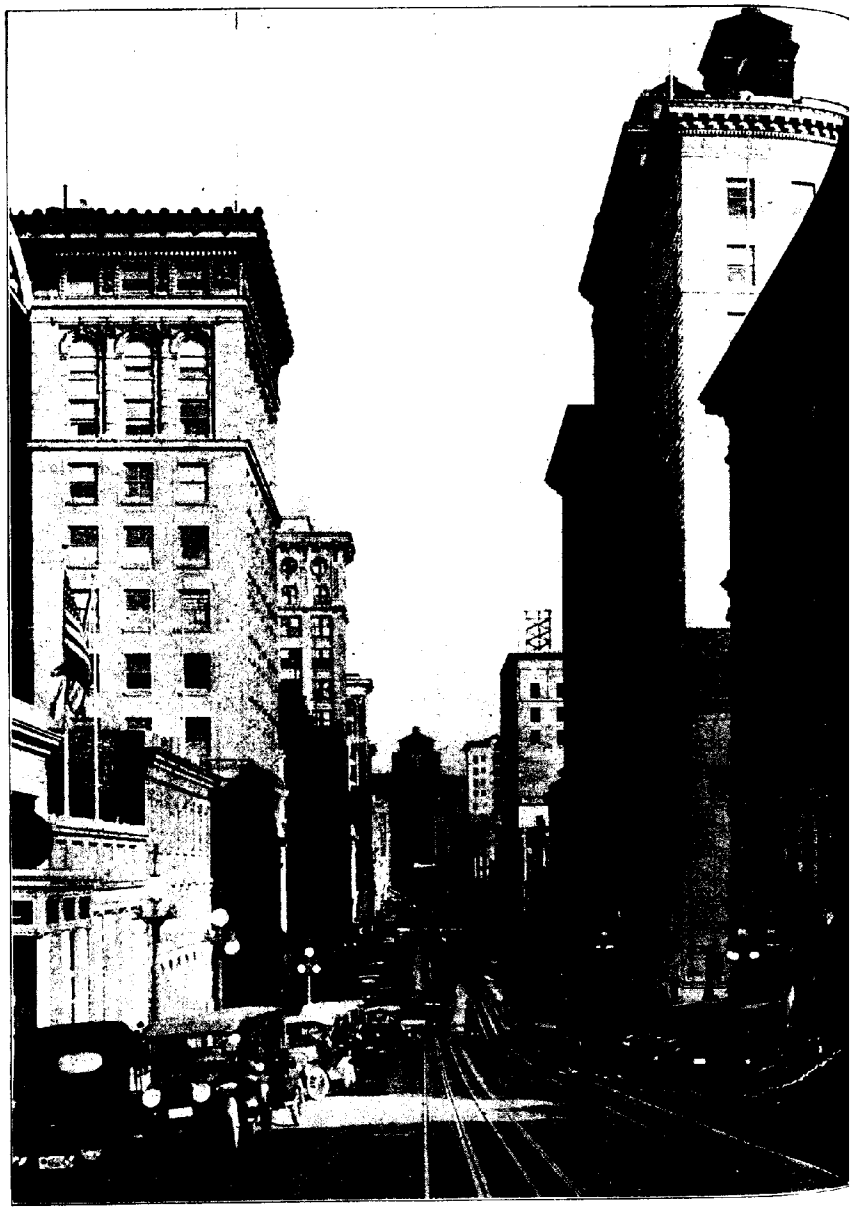
WHO'S WHO IN THE TRADE

GEORGE F. HELLICK

The Newly Elected President of the National Retail Tea and Coffee Merchants Asscciation, and Head of the George F. Hellick Tea Co., Easton, Pa.

See page 449



THE GREEN COFFEE TRADING CENTER OF SAN FRANCISCO

A View down California Street, the "Front Street" of the Golden Gate metropolis, showing the modern structures in which are located most of the importing and brokerage firms of San Francisco

SAN FRANCISCO'S COFFEE TRADE

¶ Though the youngest of our coffee ports, San Francisco ranks third in the number of bags brought into this country, and in the last five years has trebled its volume of imports. ¶ This article traces the development of the trade since 1852, and tells the "inside story" of how Pacific Coast steamship interests fought the Germans for control of the Central American coffee business.

ROM all accounts it would appear that coffee was consumed in San Francisco almost from city's very birth. As early as 1852, we are d, the first coffee roasters established themres here, under the name of G. Venard & Co., senior partner being a native of France. In ior of the town of his birth, he named his blend "Chartres," and this brand flourished many years.

The methods and implements of manufacture, course, were crude. Both the cylinder and ball type of roaster were used over a coke ; and in those early days it was considerably der to "pull off a good one," as the roaster to be stopped and withdrawn from the fire ry time a sample was to be taken. The cool- apparatus was also very simple, consisting rely of a box, the necessary ventilation being plied by vigorous stirring.

Venard & Co. did not enjoy for very long their dom from competition, for others soon felt urge to dispense to the rapidly growing comnity the stimulating breakfast beverage. None those pioneers carried coffee as a specialty, merely added it to their long list of general duce.

Early Green Coffee Buying Methods

Their green coffee requirements were supplied local importers, among whom the firms of mann Bros. & Co., Montealegre & Co., E. L. . Steele & Co., and Urruela & Urrioste must ientioned as the most important. From their y friends in Central America, they, and rs in their line, obtained small consignments, h were bought by the roasters according to own needs. Often as many as five or six rs would share in a parcel of 50 bags, as were not in the habit of filling the larder days of want. There always seemed to be cient for everyone, and bull movements and rs had not then become vogue.

st as today, the mainstays of the early San ncisco trade were coffee produced in Costa Salvador and Guatemala, although some brought from the Colima district of Mex- The fortunate broker had a comparatively easy job in selling his ware. Samples of the lots would be given him in carefully sealed glass bottles, and mostly the buyer would trust his discerning eye to correctly judge the quality of his goods, not even going to the trouble of uncorking the bottle. Size, color and imperfections would be his criterion.

During the early "eighties" the annual consumption of green coffee in San Francisco was estimated at 100,000 bags. This, however, was no criterion of the roasted product which found its way into San Francisco's cup of cheer. Probably 70 per cent of the roasted coffee sold was ground, and as such, it contained more or less (mostly more) substitutes, such as chicory and cereals. Lincoln said that you could fool some of the people all the time, and all the people some of the time, but not all the people all the time; he was right. The public soon began to notice that whole coffee was better than ground, and the demand for coffee in the bean increased. At one time a bill was introduced in the state senate, which would have compelled the roasters to print on the labels of their coffee packages, the name of the substitute used, in letters as large as the largest used thereon. Thanks to the vigorous efforts of the trade, this bill was killed, and it was left to more dignified factors to bring about the necessary change in the ethics of the business.

The "Magic Coffee Bin"

When whole coffees were in better demand, the "magic bin" came into being. From this bin the fortunate owner could produce at the bidding of the buyer, and without hitch, coffee of any known variety, and we will say that the buyer, although probably unaware of the mysterious qualities of the bin, was generally satisfied. The most popular classes were Mocha, which in the earlier stages of its being, might have been any growth of peaberries; and Java, made of any class of large bean, possibly grown by the very antipodes of the Javanese. Strange to say, the genuine wormy Java which would find its way at times to the port of the Golden West, was often rejected by the retailers as defective,

DISCHARGING COFFEE FROM A STEAMER JUST ARRIVED FROM CENTRAL AMERICA

STORING A COFFEE SHIPMENT IN A MODERN STEEL AND CONCRETE WAREHOUSE

GREEN COFFEE HANDLING METHODS IN SAN FRANCISCO

matter how hard the educated wholesaler
ld try to explain its peculiar merit.

A decided change in the coffee business of
Francisco was brought about by the discov-
that there was a great difference in the taste
coffees which could not be detected from their
or or the size of bean. To Clarence Bickford
ongs the credit of having discovered the cup
alities of highgrown Central American coffees.
was at the time employed by a broker named
ckhoffer, and probably did not realize what
mendous effect his discovery would have on
future of San Francisco's coffee trade, but
other factor has contributed so much to its
wth. When the roasters began to examine
fee for their taste, values were of course rev-
tionized. Antiguas and other highgrown cof-
s which were heretofore penalized for the
all size of bean, soon brought a premium, and
e ever since been in great demand. It goes
hout saying that the new classification was of
terial assistance to the roasters in bettering
ir output, as blending was now put on a scien-
basis.

Beginning of the Distributing Trade

About the middle of the "nineties," San Fran-
co began its function as a distributing centre,
l shipments were made from there to St. Louis
l Cincinnati. Undoubtedly the selection of
fees on their cup merit was a factor of con-
rable weight in creating new outlets, although
is generally conceded that the personal qual-
s of Clarence Bickford by far outweighed any
er attraction which San Francisco may have
l to offer. Bickford had by this time succeed-
his former employer, and through his rectitude
l impartiality, earned for himself a justly
erved reputation, not only among his imme-
te associates, but in the trade of the whole
intry. With his many sterling qualities he
bined a forceful personality and the whole
e of San Francisco bore the distinct stamp
is own straightforwardness, and cleanliness
ll transactions.

y the year 1900, the total consumption of cof-
had reached about 175,000 bags, and was con-
tly on the increase. The markets of the Mid-
West were accustomed to supplying with each
a larger percentage of their requirements
n the offerings of San Francisco. Most of
old firms which had done pioneer work in
coffee trade had by then changed hands, and
new generation was starting out. Nearly all
importers and roasters then engaged in the
ee business are still in existence. During the ensuing fourteen years a healthy and normal growth of the total business of this port was experienced; however, without any spectacular developments; and in 1914 and 1915 the total importations of green coffee to San Francisco amounted to practically 400,000 bags per year.

The beginning of the European war about coincided with an energetic campaign waged by San Francisco coffee interests to popularize Central American coffees, and particularly Guatemalas, in this country. The time was undoubtedly well chosen, as the world's exposition at San Francisco offered a particularly good opportunity to acquaint the public with the really fine qualities of Guatemala growths. Furthermore, it was necessary to create new markets for these coffees which in former years had been very extensively used in Europe. Figures show that San Francisco's efforts were crowned with success. In 1916 the importation increased by 50 per cent and in 1917, the memorable year of our entering the great conflict, importations were double those of 1915.

In 1918 a total of almost 1,000,000 bags was reached, and this mark was passed by almost 200,000 in 1919. The country in general probably did not realize what important function San Francisco had during the strenuous years of war. In the West, bottoms were as scarce as the proverbial hen's teeth, and were doled out for coffee shipments in medicinal quantities. Out here in the West, we had been accustomed to carrying our coffees in small vessels, which were really not suitable for trans-oceanic trade, and consequently we were able to bring in increased quantities of coffees to help offset this shortage which was threatening our eastern shores. Our importers were confronted with a task whose magnitude was not generally appreciated in this country.

An Historic Coffee Trade Fight

The real origin of San Francisco's fight for control of Central American coffee dates back to the years 1908 to 1910 when the German Kosmos Line was fighting the Pacific Mail for the Central and South American shipping business. W. R. Grace & Co. at that time were already the heaviest shippers of American merchandise to the Latin American countries and while not touching with their own steamers at Central America, they were handling merchandise from the United States and nitrates from the South American countries in their own bottoms and were also engaged as general carriers for that trade. The fight directed by the Cosmos Line against the Pacific Mail, which at that

time was under the control of the Southern Pacific Company, was therefore also directed against the Grace interests as far as the South American countries were concerned. The fight was very long and very bitter and costly to both sides; at times the contenders offered to take freight, collecting no freight money but paying the shipper a premium for shipping on the respective boats.

Matters were finally settled in conference but this experience had taught the American interests that they could survive in any territory only if at all times they were able to provide their own cargo for their own boats, as had been accomplished with nitrate in South America. J. H. Rosseter, the Grace manager, who has become well known as the late Director of Operations of the United States Shipping Board during the war, in 1912 undertook an extended trip to Central America to study the situation at close range. There was only one product in Central America that was available in cargo quantities, namely coffee, and naturally, his attention was centered on the possibility of carrying coffee to San Francisco to provide return cargoes for ships with merchandise for the Central American countries on Pacific Mail boats or boats operated by associated lines.

At the time of the visit of Mr. Rosseter in Guatemala he outlined a future policy as regards Central American coffees, the basis being his firm determination that coffees grown in Central America and being logically and geographically tributary to San Francisco distribution, should come to San Francisco in larger quantities than at that time.

Up to that time San Francisco had only received an average of 200,000 bags of Central American coffee for the ten preceding years while Europe received practically 1,500,000 bags. The quantity necessary to make San Francisco a factor would call for an importation of an average of 750,000 bags, a quantity almost four times as large as then established.

Europe's Grip on Central America

This was an extremely ambitious undertaking, considering the conditions then prevailing in Central America. European countries were firmly entrenched in the coffee business in Central America, with Germany leading in Guatemala, France in Salvador and Nicaragua, England and France contending for superiority in Costa Rica, the United States only getting the leavings in all these countries.

The entrenchment of the European countries was built on two factors—that of liberal financing, and a thorough knowledge of the varying qualities of coffee produced on the different plantations. San Francisco, being the only important port in the United States dealing in Central American coffees, had neither strong financial entrenchment in Central America nor sufficient knowledge of quality, as year after year merchants here had been depending on consignments that were chosen by the consignor with no possibility on the part of the merchant here to guide the quality selection.

How San Francisco Got Control

Rosseter, being primarily a steamship man, tackled the proposition from the standpoint of transportation, figuring that if he could establish and maintain preferential steamer service to San Francisco and steady freight rates, a great step would be accomplished toward the desired end. This led to his interest in the Pacific Mail Company, of which the final outcome was his present position as vice president of the present reorganized Pacific Mail Company. In that capacity he maintained practically during the entire period of the war, the freight rates on coffee from Central America to San Francisco that gave this port an immediate and definite advantage and even when steamer rates rose during the war to unprecedented heights, Rosseter maintained coffee rates to San Francisco unaltered. This gave all merchants in San Francisco the chance of building up a steady trade, and it prevented other ports in the United States from entering into serious competition with San Francisco as a distributing point for Central American coffees. The view taken by Rosseter was an extremely far sighted and broad one, as evidently he argued that with the end of the war there would be no strength in a scattering distribution of Central American coffees by New York, New Orleans and San Francisco, and the only promise of maintenance of the business for the United States would be in maintaining unity of distribution in one port of the United States, namely San Francisco.

The first season open to European competition has now practically been concluded, and it appears that his reasoning has been correct and that San Francisco has maintained successfully the lead in Central American coffees. Without the support of transportation facilities the merchants in San Francisco could not have accomplished the development shown by statistical figures, but on the other hand transportation facilities were not the only factor necessary for this accomplishment.

Proper financial entrenchment, as well as the development of expert distribution in reaching

to the overland markets in the United States, were the means for the merchant in San Francisco to accomplish and with Rosseter faithful to his promise of providing transportation, the merchant here did not fail to do the rest. To-day the mortgages formerly held by European merchants on the native coffee plantations and the control thereby of the produce of these plantations is in the hands of American merchants and what is more, out of general merchandising and importing by merchants of San Francisco developed expert coffee departments in all of the larger houses. The years of the war brought the product of practically all plantations of Central America to the intimate knowledge of these expert coffee departments and today the advantage which Europe had over us by knowing just exactly what a specific plantation produced, is also in the hands of the San Francisco merchants. San Francisco today knows exactly what Central America produces and more than that they know just where to place the particular qualities of coffee here on the Coast as well as all over the United States and whatever quality of coffee from Central America is required by the different markets can be supplied from here.

This is no small advantage when considering that especially in Guatemala and Costa Rica, qualities vary from plantation to plantation and often in adjoining plantations there is from 3 to 5 cents a pound difference in quality from the standpoint of cup merit, the all important question for the roasters of the United States today.

Coffee Buying in Central America

One cannot buy coffee in Central America as in Brazil, as these countries are commercially not very highly organized and the importers here are forced to assume the role of the Brazilian commissario and banker. The crop has to be financed from six to nine months before it is brought to the port, and the securities covering such advances are at best of questionable value, on account of political insecurity and the ever threatening earthquakes and uncertainty of the elements. Distribution of the coffee after it had been brought to San Francisco also involves many difficulties, notwithstanding the fact that the demand is good. This will be better realized when it is taken into consideration that the Pacific Coast, from Alaska to Mexico, and east as far as the Rocky Mountains, embraces a population of about 8,000,000 people, whose annual consumption is estimated at 400,000 bags. As already stated, treble that quantity was imported to San Francisco during 1919.

The success of San Francisco and its development into a coffee distributing point can be summarized in the following: Good marine transportation and effective methods of distribution with particular stress laid upon the highly developed facility of selecting coffees by cup merit.

The Part Played By Coffee Brokers

While on the subject of distribution, another important factor enters, and that is the support that importers received in San Francisco from efficient brokers. A study of the early history of San Francisco mentions Clarence Bickford and without whom all later developments would have been almost impossible. The institution that he founded, and which was carried on by E. H. O'Brien after the death of the founder under the name of C. E. Bickford & Company, furnished the facilities of distribution under which San Francisco early became a distributing center. Being helped by the excellent name for honesty and efficiency left him as an inheritance, E. H. O'Brien built a brokerage system all over the United States that is believed to be unequalled anywhere in the world.

There is an element in the distribution of mild coffees that is of primary importance, namely the confidence of the distant buyer in the qualifications of the broker to know the cup merit and other characteristics of the coffees desired, and in these brokers the San Francisco merchants found at the time of the growth of this port, the already established basic foundation for ideal distribution. As rapidly as San Francisco grew as an importing port, the brokers grew with it and thereby San Francisco was brought into the unequalled position of having all chains necessary for service thoroughly wielded as after all with excellent marine transportation on the one wing, progressive merchants in the center and efficient brokers on the other wing, there was no fear that San Francisco would fail in its undertaking to obtain the leadership for Central American coffees.

TEA GROWING IN NATAL

(Special Correspondence)

London, August 27, 1920.—The Natal tea-growing enterprise, about which great expectations were at one time formed, seems rather under a cloud at present. Sir Liege Hulett, the leading Natal sugar-cane and tea planter, declares that the local tea industry is dying for want of labor, and that in a couple years' time there will probably be no tea grown in the province.—Colonial.

THE TEA SITUATION IN ENGLAND

Many Grades Are Selling at the Lowest Price Levels in Recent Years—Why the Trade Is Upset

R. P. ANDERSON
London

THE tea trade is in a far from healthy position at the present time, and as regards concerns manufacturing a weight of common and plain medium grades the outlook is distinctly discouraging. Dividends for the 1920-21 season cannot but be meagre. The Brokers' Association of London, reporting on August 13, say that common leaf has fallen to the lowest level of value recorded since the trade was freed from control. They might have added that it has fallen well below the exceptionally low level reached in Oct., 1912, and below even the slump prices through which tea passed in 1900. Taking into account the increased cost of manufacture, common and plain medium tea, which comprise annually a very large proportion of the world's crop and Great Britain's import, is selling at lower prices than at any time during the past 20 years, if not in the history of the industry, and certainly far below the cost of producion.

But it will not do to look at prices of lower grades alone. We must consult the average price, for Broken grades are meeting a better market, and thus improving what would otherwise be deplorable prices. The average price of Indian and Ceylon tea (all grades) selling in public auction in Mincing Lane has now come down to under 1s. per lb., whereas the average cost and delivery of manufacture to-day is estimated to be about 1s. 3d. per lb. Any fall in the price of Broken grades would bring this average down with a run by anything from 2d. to 4d. per lb.

TEA QUALITY IS NORMAL

Some advertisers in their zeal for business are commenting on what they describe as a preponderance of poor tea, but to any consistent observer of quality it is readily seen that the crop shows little or no deterioration. Indeed the crops which are now being sold weekly in London are a fair average, distinctly better than some of the recent year's productions. There is a feeling about that planters have plucked coarse leaf, expecting to benefit by the removal of control, but with one or two isolated exceptions it cannot be said that inferior production is being tendered. System of manufacture alters very slightly on a tea garden and a planter values the life and future of his bush too much to adopt methods which, even if they might spell a slight temporary advantage from ruling market conditions, would ruin his bushes for future outturns.

THE CAUSE OF THE OVER SUPPLY

The unfortunate position of the tea market to-day is caused by intensive cultivation of the last few years, producing larger crops at a time when they are not wanted. Almost every planter exerted himself to increase his output. Scientific manuring has assisted him enormously during the past half-dozen years with the result that India's crop increases annually by leaps and bounds, at the expense of quality, without much new acreage coming into bearing. Climatic conditions largely rule the quality of the crop, and any slight deterioration, even if admitted, may be put down to climatic influences. It is the aim of almost every planter now-a-days to produce 12 to 15 maunds (80 lbs. to a maund) manufactured tea per acre whereas half that amount was considered a good crop a dozen years ago. Manuring has done it.

The position of tea to-day is also affected by the exceptionally heavy purchases made by United Kingdom buyers at the time of de-control. So pleased were distributors to regain open purchase in place of the allotment system, that they over-did it, and, to a company, over-bought and over-sold. In addition to this, enormous quantities were shipped to the United Kingdom for sale, as the one market likely to purchase the tea which otherwise would have gone to foreign markets, the Colonies and elsewhere, had exchange currencies not almost precluded those countries trading in tea from British India and Ceylon. The large quantities which would ordinarily have been taken by Russia were also dumped here, and, as one writer said a few months back, the United Kingdom holds the world's stock. The result is seen in figures. The stock of all tea in bond in the United Kingdom on July 31, stood at over 220,000,000 pounds, in other words, equal to a whole season's Northern Indian crop in pre-war years. Consumption has not grown to that extent. But that is not all. What is being sold now is the 1919-20 crop. A lot more of it is to come and on top of that the whole Indian crop of 1920-21 plucked from April until November next, and much of it lying in the East. It will be there for months yet. This crop is already several million pounds in excess of last year's crop to corresponding period. The greater portion of the 1920 Ceylon crop has also to come forward.

The United Kingdom always wants for her own consumption good quality tea, but there is never enough of it. The British public are taught by means of advertising, to buy only the best and

never seem to learn that good wholesome tea can be bought at less money. To-day the public ought to be able to have more than a sufficiency of wholesome plain medium tea at 1s. 10d. to 2s. retail; yet what housewife can say she ever heard of such a price since war began.

Students of the industry have for some years past advocated finer plucking at the expense of output, but producers have taken little notice of his advice, with the result we see to-day. Latest advices from the East are to the effect that a strong movement is on hand between Indian and Ceylon planters to curtail output by finer plucking and generally produce a better tea. The movement comes too late for the horse has now been stolen, and it is a debatable question whether, in view of the intensive cultivation which all gardens have undergone, a curtailed output would have the desired effect.

TEA MARKET CONDITIONS

An Interview with F. A. Grow, Who Has Just Returned from Formosa, Japan and China

F. A. GROW, vice president of the J. C. Whitney Company, tea importer, returned from the Orient recently, after having spent several months in China, Formosa, and Japan in the interests of the Whitney organization. He reached Chicago September 19, and during the latter part of the month visited the company's New York office.

Mr. Grow is of the opinion that never in the history of the business has there been so good an opportunity to invest in tea. Many teas are selling at prices which are lower than the cost of production. He explains that the present low prices are entirely due to the financial situation and, were it not for the tight money market, prices would be considerably higher. Mr. Grow believes that tea prices will never permanently return to the pre-war prices for the reason that production costs have reached a new level in Japan. Also plucking and production in all of the tea producing countries has been cut. Many growers are refusing to pick the tea, owing to the low prices, and as a result the Japan crop this year will be the smallest in about thirty years. If sugar were selling at five cents a pound today, it would be comparable to present prices of tea. He states that the losses of the Japanese and Chinese merchants have been stupendous.

The same situation that obtains in Japan also applies to Formosa. Low prices have curtailed production and Mr. Grow does not see how it will be possible for the Formosa crop to exceed 10,000,000 lbs., and it is quite likely that the crop will be considerably smaller than this.

Mr. Grow predicts an acute shortage of certain grades of Japans. He also states that the statistical position of all teas is very strong, except in the case of blacks.

On his return trip from Japan Mr. Grow was accompanied by Lee Foster who represents the J. C. Whitney Company in Formosa, and Joseph Shanahan, assistant buyer at Shanghai.

WHY TEA IMPORTS ARE SMALLER

Supervising Examiner Mitchell Attributes Decline to Surplus Supply and to High Costs in Producing Countries

(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., SEPTEMBER 20, 1920

THE reduction in the quantity of tea imported into the United States this year is not due to a falling off in consumption, states George F. Mitchell, Supervising Tea Examiner of the Bureau of Chemistry, United States Department of Agriculture, but to the surplus supply brought in during the war and to the high cost in the tea-producing countries. His statement continues:

The quantity imported during the fiscal year ending June 30, 1920, was less than the amount brought in during each of the three preceding fiscal years, but was slightly more than the normal annual importations before the war. The degree of purity of the tea imported during the last year was the highest on record.

SURPLUS ACCUMULATED DURING THE WAR

The large importations during the war were due, according to Mr. Mitchell, to the fear on the part of the tea importers that an embargo would be placed on the importation of tea in order to conserve shipping space, or that a duty would be placed on it to raise war revenue. The likelihood of either or both of these factors entering the situation induced the importers to bring in large quantities of tea while it was possible to do so and without the payment of duty. A surplus supply of tea was thus accumulated.

The high cost of exhange in many of the tea-producing countries, together with increased costs for labor, and a shortage of the crop in some countries, has greatly increased the price that importers have to pay for tea. During the last year when large supplies were in the hands

of dealers the importers hesitated to bring in additional tea at a higher price than would probably have to be paid later. There is no indication, however, that less tea is being consumed now than in former years. It is highly probable in fact that more tea is being consumed since the advent of prohibition than formerly.

The first column of the following table shows how the importations increased during the war, and the second and third columns indicate that the quality and purity of the tea offered for entry into the United States has been of an increasingly high degree:

Fiscal Year	Pounds Imported	Pounds Rejected	Per Cent Rejected
1913	95,539,667	1,461,787	1.53
1914	92,180,460	841,595	0.9
1915	95,306,854	948,475	0.9
1916	109,536,526	1,768,573	1.614
1917	105,981,158	954,425	0.9
1918	148,684,384	2,354,277	1.58
1919	113,338,535	1,420,568	1.25
1920	96,862,858	145,246	0.15

Notwithstanding that large quantities were carried over from previous years, the importations during the year closing June 30, 1920, were slightly larger than the importations during 1913, 1914, and 1915, though less than the abnormal importations during the war. The degree of purity of the tea offered for importation is shown by the fact that in the last two years only one small shipment was rejected, because of artificial coloring and facing.

The Tea Inspection Service was transferred from the Treasury Department to the Department of Agriculture on July 1, 1920. The Supervising Tea Examiner and all his staff were at the same time transferred. The inspection in the Department of Agriculture is therefore to be done by the same men who did it for the Treasury Department. The Inspection Service was transferred to the Department of Agriculture for the reason that tea is subject both to the tea inspection law and to the pure food law. Since the pure food law is enforced by the Department of Agriculture it was believed that the tea inspection work could better be done under the supervision of that department.—B. W. R.

COFFEE FREIGHT RATES REFUSED

(From a Staff Correspondent)

Washington, D. C., Oct. 1, 1920.—The Interstate Commerce Commission has announced that proposed freight rates on coffee in carloads from Gulf ports to various points are not found justified, and carriers are required to cancel proposed tariffs without prejudice to filing tariffs publishing rates in accordance with bases found proper. —Lamm.

ROASTING COFFEE WITH GAS

Some of the Principal Reasons Why Advocates of This Fuel Favor It Over Coal or Coke

By W. A. Ehlers, M. E.
New York

It is interesting to note how old-fashioned time consuming devices are being replaced by modern efficient equipment in every industry of the present day. This is particularly true of the methods of handling and preparing food products. In the baking of bread and crackers, the tendency is toward the conveyor type ovens fired with gas fuel. There are obviously two reasons for this—the ever increasing cost of labor and fuel and the difficulty in obtaining either at the time when most needed.

With the roasting of coffee the above is particularly true. The modern coffee roasting machine which has been perfected through years of study and experiment, results in the saving of time, lessens the shrinkage and produces a much better cup test.

One authority in discussing this subject has the following to say:

"The operation of roasting coffee is one of great exactness, amounting almost to an art. Perfect roasting requires considerable skill, judgment and experience, as not only the style, strength and flavor but also the commercial value of the coffee depends on the operator deciding upon when it is properly roasted. It is also one of a crucial nature, for equally by insufficient as well as excessive roasting, much of the aroma is lost, the beverage under either of these circumstances being neither agreeable to the palate nor exhilarating in its influence. The operator for these reasons must judge the amount of heat required for the adequate roasting of the different varieties. The range of temperature proper for roasting the various gades is narrow."

During the fifth annual convention of the National Coffee Roasters' Association held in St. Louis coffee roasters from all parts of the country were almost unanimously in favor of gas fuel for roasting. One delegate in speaking on this subject had the following to say in favor of gas fuel:

"A student of coffee roasting must admit that many coffees require individual study to determine the degree and manner of roasting required to develop their best drinking qualities. Granting the importance of proper roasting in securing desired cup quality, it is of primary importance that you have a competent roaster and suitable equipment.

"In making a comparison between coal and gas roasting it is necessary to consider the following conditions: In roasting by heat from

...we have ash dirt in cylinder, smoke from ...ning fire, baked roasts from first and second ...s, a hot fire in mid-day, frequent high arch ...towards the end of the day: bringing a fire ...e to the cylinders, a slow fire towards the ... causing much difficulty in getting develop... and a constant difficulty of controlling heat ...itical periods.

"In roasting by heat from gas, we have—a ... roast only during the first heat, an in... regulation of heat during any stage of ...ting or period of day, thus avoiding a pos...ity of baked roasts, and constant ability to ...elop a roast to the exact stage to secure re... that mean cup results.

"A consideration of these conditions in connec... with my observations in daily work with coal ... gas has decided me in favor of gas roasting ... the following reasons:

"First: Gas roasting owing to the constant ...trol and regulation of heat enables one to ...t each individual coffee or blend of coffee as ...eeds require.

"Second: Gas roasting by securing rapid de...pment finishes a roast quicker, and is a ...kage saver.

"Third: Proper development means better cup ...ity and better grinding possibilities."

The average time of a two bag roast with coal ...ke is about 30 to 40 minutes. With gas fuel ... time is reduced to 20 to 30 minutes per ...

There is much available information on the ...parative costs of coal or coke and gas fuel ... roasting coffee because it is easy to keep ...y accurate figures. In a large plant in Iowa ... roaster kept very accurate figures on the ... of roasting with coke, based on a cost per ... of $11.00 delivered, and found that it cost ... cents per bag of 130 pounds or 4.6 cents per ... lbs. of coffee. In the same plant after ...nging to gas during a period of 18 months, ...ration showed an average of 98.6 cu. ft. of ... per bag or 76 cu. ft. per 100 pounds of ...ee.

With coal and coke costing upwards of $15.00 ... ton at the present time, the cost per 100 ...nds, based on the above results, would be ... cents per 100 pounds.

... Baltimore a battery of eight Jabez Burns ...sters was converted to gas several years ago, ... from a record of one year's operation, the ... consumption per bag (130 pounds) was 94 ...ft. or 70 cu. ft. per 100 pounds.

Shrinkage losses are less with gas fired ...sters than with coal or coke on account of ...fact that the temperature of the roaster may ...maintained uniformerly throughout the day ... is very easily controlled.

Shrinkage loss is due principally to roasting ...long, producing overdevelopment. The loss in shrinkage on this account would of course be the same with any fuel, but with a constant rate of combustion and positive control of the temperature as is so easily obtained with gas fuel, there is very little attention required of the operator to firing, consequently he is able to give more attention to the coffee.

An example of the value of uniform roasting with gas fuel and saving obtained by keeping shrinkage losses at a minimum may be illustrated in the following manner: A bag (130 pounds) of coffee may be roasted with gas for 9½ cents, with gas costing $1.00 per M cubic ft. If the raw coffee costs 20 cents per pound and there is a shrinkage loss of 1%, then the cost per bag for shrinkage alone would be 26 cents. In other words, if the saving in shrinkage with gas is only 1/3 of 1%, one could afford to roast with gas even if it cost nothing for coal or coke.

When coal or coke is used the following items enter into the cost of roasting and must be added to the fuel cost: expense of carrying the fuel, the storage space occupied by the fuel, the cost of grate renewals, loss in excess shrinkage, removal of ashes, and time in waiting for a slow fire, or an overheated roaster to cool off.

The above charges cannot be made against gas fuel and consequently the roasting process not only costs less with gas but gives a far better and more satisfactory product of higher market value.

JAPAN HAS NEW MAIL RULE

The Japanese Department of Communications recently issued a notice to all subscribers holding numbered post office boxes that on and after August 1 no mail would be put in their boxes unless it bore the number of the box as part of the address.

The notice furthermore recommends all subscribers to request their correspondents to be careful to include the P. O. box number with the address, as otherwise the delivery of mails not bearing the box number will be delayed more or less, according to the pressure of work on the limited staff of the post office. Foreign merchants do not take kindly to the system and have entered complaints.

GERMANY LIFTS COFFEE BAN

(Special Correspondence)

London, September 8, 1920—Under a new trade proclamation just issued by the government of Germany, the prohibition against imports of coffee has been modified to admit not more than 500 bags daily.—A. R. P.

RAILWAY RATES AND PRICES

Showing the Actual Increase in Transportation Rates on Tea, Coffee, Cocoa, Pepper and Extracts

SINCE the advance in railroad rates went into effect, there has been considerable doubt in the trade as to the rate of increase on transporting tea, coffee, cocoa, spices and flavoring extracts. In response to an inquiry by this paper, Julius H. Parmelee, director of the Bureau of Railway Economics, Washington, D. C., has prepared the following data on the actual freight rate increase per retail sales unit, transported from representative sources of production or import to various centers of consumption. The rates shown are figured upon the actual gross shipping weight, rather than upon the net weight which the consumer receives.

GREEN COFFEE

(Per Pound)

	Increase
New York to Boston	11/100 of a cent
New Orleans to St. Louis (domestic)	15/100 of a cent
New Orleans to St. Louis (imported from Asia, New Zealand, Australia or Philippine Islands)	18/100 of a cent
New Orleans to St. Louis (imported from Europe or Africa)	16/100 of a cent
San Francisco to Omaha (domestic)	34/100 of a cent
San Francisco to Omaha (imported from Asiatic points, Australia, Fiji Islands, New Zealand, Philippine Islands and beyond)	27/100 of a cent

ROASTED COFFEE

(Per Pound)

	Increase
New York to Buffalo	17/100 of a cent
New Orleans to Nashville	18/100 of a cent
San Francisco to Denver	73/100 of a cent

TEA

(Per Pound)

	Increase
New York to Baltimore	17/100 of a cent
San Francisco to Birmingham	50/100 of a cent

COCOA

(½ Pound Tin)

	Increase
New York to Cleveland	21/100 of a cent
New Orleans to Kansas City (domestic)	42/100 of a cent
New Orleans to Kansas City (imported)	26/100 of a cent
San Francisco to Galveston	31/100 of a cent

PEPPER

(¼ Pound Tin)

	Increase
New York to Chicago	13/100 of a cent
San Francisco to Portland, Ore.	6/100 of a cent
New Orleans to Houston	11/100 of a cent

FLAVORING EXTRACTS

(2-Ounce Bottle)

	Increase
New York to Baltimore	8/100 of a cent
New Orleans to St. Louis (domestic)	20/100 of a cent
New Orleans to St. Louis (imported from Asia, Australia, New Zealand or Philippine Islands	16/100 of a cent
New Orleans to St. Louis (imported from Europe or Africa)	14/100 of a cent
San Francisco to Omaha	50/100 of a cent

FOR BETTER COFFEE MAKING

Joint Trade Committee Starts the Coffee Club "to Help the Consumer Enjoy Good Coffee"

IN a circular sent out on October 5, the Joint Coffee Trade Publicity Committee announces the formal launching of "The Coffee Club" and explains its purpose as a movement "to help the consumer enjoy good coffee." The charter members include those roasters who have supported the national advertising campaign, their salesmen and a limited number of each firms' customers. Ordinary membership is open to those distributors willing to support the advertising campaign by a yearly subscription. One cent a bag is suggested as a fair basis for figuring subscriptions.

The club has a symbol consisting of a coffee cup and saucer on which appears this legend: "Member of the Coffee Club, a national organization of wholesale and retail coffee dealers to promote Better Coffee Making."

Better coffee making is the basis of the Committee's fall and winter advertising campaign. Four ads are to be used in 165 newspapers published in sections where subscribers to the campaign are located. The first will appear October 18 and the others at intervals between that date and November 22. The campaign will cost about $100,000.

Simultaneously better coffee making ads will appear in many of the national magazines and will continue well into the winter. These same coffee making rules form a principal feature of each advertisement:

(1) Keep your coffee fresh—preserve the aroma to the last. Fruit jars are ideal for this purpose.

(2) Measure proportions carefully, both coffee and water.

(3) When serving hot coffee, serve it *hot*. Never recook.

(4) Use water only at full boiling-point in making "drip" coffee.

(5) Strain or settle carefully. All coffee is clear if properly made.

(6) Keep coffee-making utensils clean.

A WINDOW TRANSPARENCY

Another feature of the campaign is a window transparency bearing the Coffee Club symbol which roasters' salesmen are expected to place in the show windows or store interiors of those of their customers who will sign a guarantee that they will cooperate in the better coffee making

...paign. The transparencies are supplied by the ...mittee through roasters.

The club's symbol is also intended to be used ...letterheads, invoices, in advertising on brands, ...n salesmen's advance cards.

COFFEE CLUB NEWS-SHEET

The Committee also announces that the first ... of the "Coffee Club News-Sheet" will ...ar during October, saying, "We mean to ... the national coffee advertising campaign ...ly to all coffee distributors through this ...sheet, and for the present will send it to ...offee wholesalers." It is further stated that ...monthly circulation will be about 50,000 copies.

A COFFEE CONSUMPTION MIXUP

C. R. A. Hastens to Correct Misleading Newspaper Statement, and Contributes Some Figures of Its Own

MEMBERS of the coffee trade were much astonished to read in the newspapers of the ... part of September that coffee consumption ...st year" had declined to a remarkable extent, ...ming that "last year" meant 1919-20, instead ...1918-19, as was the case. Among others who ...me immediately active to correct this impres... was the National Coffee Roasters' Associa..., which reviews its actions in Circular No. ... as follows:

On September 20th the Associated Press dis...ted the following statement given out by the ...partment of Commerce, which statement was ...sual published in newspapers throughout the ...untry:

"Washington, Sept. 20.—Per capita estimates ...the amount of coffee consumed last year in the ...ited States, announced today by the Depart...t of Commerce, showed a decline in comparison ...th 1918, the 1919 amount being 8.99 pounds, ...pared with 10.29 in 1918.

"With the exception of 1913, when per capita ...sumption was 8.85 pounds, the 1919 figure was ...lowest for any year since 1900, when the con...ption was 8.69 pounds per capita.

"Of 1,051,839,910 pounds of coffee imported ...the United States last year, 959,177,361 ...nds were retained for consumption and the rest ...s exported."

The public, and even the coffee trade, misunder...od this statement. Many thought that the ...res had to do with consumption during the ...st twelve months.

This Association immediately communicated ...h the Department of Commerce and other Fed...l bureaus and found that the figures given out ...re for the fiscal year ending June 30, 1919, and ...re compared with the records for the fiscal year ...ding June 30, 1918. We also obtained the correct figures for the fiscal year ending June 30, 1920, which fully confirm all statements of increased consumption heretofore made in the national coffee advertising campaign.

At our request, the Associated Press sent out these figures in the following statement, which was published throughout the country on September 28th and 29th:

"NEW YORK, Sept. 28.—More coffee was drunk in the United States during the year ending June 30, 1920, than in any previous year on record, according to figures received by the National Coffee Roasters Associates from the Bureau of Foreign and Domestic Commerce of the Department of Commerce. The period covered coincides with the first year of Prohibition.

"The total coffee consumption in continental United States for this period was 1,358,000,000 pounds and the per capita consumption 12.7 pounds. This is a total increase of 399,000,000 pounds and a per capita increase of 3.71 pounds over the preceding twelve months. On a basis of forty cups to the pound the Association estimates this increase at sixteen billion cups of coffee.

"The Association calls attention to the fact that a report of decreased coffee consumption during 1919, announced a few days ago in one of the printed reports of the Department of Commerce, referred to the fiscal year ending June 30, 1919. This 1919 report, says the statement, has no bearing upon present consumption or present conditions, except as a basis of comparison."

A TEA QUESTIONNAIRE

Tea Association Seeks Information to Account for Lack of Increase in Sales

THE Tea Association of the United States of America is sending out a questionnaire to its members. It contains three queries, as follows:

1. Why do the countrywide Tea sales, year after year, remain at a standstill?
2. What remedy can you suggest that will increase the sales of Tea?
3. What misconceptions are the consumers laboring under regarding the merits of Tea as a beverage?

R. L. Hecht, chairman of the committee having the tea publicity matter in hand, explains that it is hoped that by means of these questions it will be possible to get at some of the fundamental reasons for the lack of increase in tea consumption. It is the intention of the committee to correlate this information and use it in a series of advertisements now running in the trade journals, the object of these messages being to focus the trade's attention upon the need for a national tea propaganda.

The Tea Association invites every one interested in increasing tea consumption to send suggestions. Communications should be addressed to the Tea Association of the United States of America, 106 Water street, New York.

U. S. COFFEE TRADE IN 1919-20

A Statistical Review of the Imports and Exports During the Last Fiscal Period

(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., October 9, 1920

THE Bureau of Foreign and Domestic Commerce has just made public its annual statistical review of the green coffee trade of the United States during the 1919-20 fiscal year. It was prepared by the Division of Statistics, and states:

"The coffee trade of continental United States for the fiscal year ended June 30, 1920, is marked by record-breaking receipts from foreign countries and noncontiguous customs districts of 1,417,062,913 pounds, valued, at $311,477,153, against the former high record in 1917 of 1,322,058,526 pounds invoiced at $133,513,226 and 1,051,839,910 pounds, worth $144,069,369, in 1919. This is an increase in 1920 over 1919 of 35 per cent in quantity and 116 per cent in value. Shipments (that is, exports and reexports to foreign countries and sales to noncontiguous territory of the United States) decreased 36 per cent in quantity, from 92,662,549 pounds in 1919 to 58,585,452 pounds in 1920, and the corresponding values declined 13 per cent, from $16,442,019 to $14,283,921. The average price of coffee received in the fiscal year 1920 was 22 cents per pound, in contrast to 13.7 cents per pound in 1919 and 11 cents in 1914. Exports in 1920 of domestic raw coffee averaged 27 cents per pound, against 19.5 cents per pound in 1919 and 16.2 cents in 1914. This is an increase of 40 per cent in 1920 over the price of the previous year and of 67 per cent over the pre-war year 1914.

"Deducting the exports and reexports from continental United States from the receipts, according to the figures given, leaves a net available supply for domestic consumption of 1,358,477,461 pounds, or 12.7 pounds per capita [illegible] estimated population of 107,239,000, in the [illegible] year 1920, against 8.99 pounds per capita in [illegible] 10.06 pounds in 1914, and the high record [illegible] 13.34 pounds in 1902 and 12.22 pounds in [illegible] The receipts and shipments of coffee in the trade of continental United States for the fiscal [illegible] 1920, as compared with 1919, are summarized [illegible] the table at the bottom of this page.

"Receipts of Hawaiian and Porto Rican coffee in 1920 amounted to 2,835,477 pounds, valued at $775,385, or 3,064,197 pounds less than the receipts of 5,899,674, invoiced at $994,046, in 1919.

FISCAL YEAR EXPORTS.

"In the export trade shipments of Hawaiian and Porto Rican green coffee from all customs districts of the United States to foreign countries aggregated 35,867,191 pounds, valued at $8,758,904, in 1920; 37,224,166 pounds, at $7,252,204, in 1919; and 46,347,991 pounds, at $7,137,857, in the pre-war year 1914. There was a drop in the exports to foreign countries of roasted or prepared coffee from 5,564,701 pounds, valued at $1,194,[illegible] in 1919, to 3,080,805 pounds, at $896,936, in 1920.

"Reexports of foreign coffee declined from 77,731,646 pounds, worth $13,910,964, in 1919 to 49,956,090 pounds, worth $11,935,749 in 1920. When these amounts are contrasted with the figures of 9,574,496 pounds worth $1,276,227, in the pre-war year 1914, some idea is gained of the tremendous growth in the transshipment coffee trade of the United States during and since the war. The details of this trade by countries for the fiscal years 1914-1919, inclusive, were published in the statistical review published in Commerce Reports Dec. 17, 1919, [and appeared in the January, 1920 issue of THE TEA AND COFFEE TRADE JOURNAL pages 47-50.]

FISCAL YEAR IMPORTS.

"The amount and value of coffee received from foreign countries in the 12 months ended June 1919 and 1920, are tabulated at the top of the next page.

Origin and Destination.	1919. Pounds.	1919. Value.	1920. Pounds.	1920. Value.
RECEIPTS.				
From—				
Foreign countries	1,045,940,230	$143,075,323	1,414,227,436	$310,701,76
Hawaii	5,023,145	925,104	1,926,900	510,4[illegible]
Porto Rico	276,529	68,942	908,577	264,9[illegible]
Total	1,051,839,910	$144,069,369	1,417,062,913	$311,477,15
SHIPMENTS.				
To—				
Foreign countries	14,097,617	$2,286,434	7,672,245	$1,990,8[illegible]
Alaska	726,326	226,372	698,206	293,0[illegible]
Hawaii	106,960	18,249	258,911	50,27
	14,930,903	$2,531,055	8,629,362	$2,334,17
Re-exports of foreign coffee	77,781,646	13,910,964	49,956,090	11,935,74
Total	92,662,549	$16,442,019	$58,585,452	$14,283,92

a Exclusive of exports from Porto Rico and Hawaii.

...ountries of Origin.	1919. Pounds.	1919. Value.	1920. Pounds.	1920. Value.
...ntral America	158,343,135	$18,496,027	147,750,324	$27,934,920
...ia	21,963,490	3,417,612	24,525,125	5,176,384
...st Indies	57,024,026	7,622,603	33,140,436	7,036,787
...zil	571,921,573	76,425,701	852,289,222	191,101,534
...mbia	121,412,418	18,644,354	180,934,461	40,736,461
...zuela	85,007,646	14,085,669	93,304,071	22,008,280
...ico	762,594	120,277	702,007	169,460
...ch East Indies	13,583,963	1,980,663	59,749,829	11,360,555
...er countries	16,006,429	2,296,713	21,832,688	5,177,491
...tal	1,046,029,274	$143,089,619	1,414,228,163	$310,701,872

...Brazil supplied approximately 60 per cent of ...e total quantity of coffee imported into con...mption United States in the fiscal year 1920, ...inst 54.3 per cent in 1919 and 75 per cent in ...e pre-war year 1914. Other large gains over ...during 1920, expressed in pounds, are shown ...Colombia,, from 121,416,418 in 1919 to 180,-...,461 in 1920; Venezuela, from 85,007,646 to ...,304,071; Dutch East Indies, from 13,583,963 ...59,749,829; and Mexico, from 21,963,490 to 24,-...,125. Reports from Central America declined ...m 158,343,135 pounds in 1919 to 147,750,324 in ...20, and the West Indies from 57,024,026 to 33,-...,436 pounds."—B. R. W.

THE SLUMP IN COFFEE

Showing the Reaction of the Roasting and Distributing Trade to the Decline in Green Coffee Prices

NEW low levels in the price of green coffee were reached during the first week of October, Santos 4s then being quoted wholesale in 250 bag lots, minimum, at 11¼ cents, against 25½ cents a year ago, and Rio 7s at 7¾ cents as compared with 16¼ cents in the corresponding week of 1919.

The beginning of the slump came early in July, this year, Santos 4s then being placed at 23½ and Rio 7s at 15 cents. The rapid decline has resulted, so far, in the suspension of one big importing firm and a feeling of insecurity among several others, according to reports from coffee trading centers.

Of late there have been many accusations that roasters and retailers are not passing all the benefits of lower prices on to consumers. In defending their prices some roasters claim that they are still operating with coffees bought at prices much higher than are now current in the spot and futures markets, and cannot reduce their quotations as fast as the brokers and importers have been compelled to do. On the other hand there are wholesalers who charge that prices could be reduced much below the levels now being maintained by a host of roasters.

One Middle West roaster, who has been selling coffee below his competitors' prices, states that some roasters are asking retailers to pay 45 to 48 cents a pound for coffee that should be selling to consumers at 45 cents for the best grades.

However, reports from various centers indicate that the recession toward pre-war prices has begun. New Orleans shows that in the past three months roasters have reduced prices from six to 14 cents a pound, and further reductions are expected. Retailers do not seem to have kept pace, the average cut being from two to ten cents.

Chicago roasters are reported to have cut prices about fifty per cent in the past three months, and are looking for further declines. The retail trade shows cuts of from ten to 20 cents a pound.

Philadelphia retail coffee prices show in some instances a decline of 12 cents a pound in the past six weeks.

Washington, D. C., reports that leading retailers are selling best bulk grade five cents less than two months ago, and cheap grades at 15 cents reduction.

Many New York roasters show an average in reductions since July of from five to 12 cents, according to best accounts obtainable at this time. In the retail trade some of the biggest stores catering to high class trade have made practically no change in prices, while among chain stores there have been cuts running from ten to fifteen cents a pound on best bulk grades. As in other cities, bulk coffees in New York show a greater price reduction than do the popular package brands.

The coffee price decline has not yet been passed on to patrons of the majority of restaurants in the larger cities, judging by the charges of "profiteering" that have been appearing more and more frequently of late in the press.

According to a statement issued by the Chicago City Food Bureau certain chain restaurants and hotels in that city charge anywhere from five to 25 cents a cup for coffee.

In New York a popular restaurant system was arraigned in the press for maintaining a price of 10 cents for a cup of coffee, although its coffee had declined from about 50 cents a pound to

nearly 30 cents, and sugar even more drastically. The newspaper claimed the restaurant was making 300 per cent profit on its coffee, and also on its tea. Similar charges have been made in Boston, Atlanta, Chicago and other large cities.

New York hotels seem to have established a record for coffee, as well as tea, profits, according to a recent newspaper interview with E. M. Statler, general manager of the chain of Statler hotels. He is quoted as saying that "everybody knows that there is 1,000 per cent profit in a pot of tea and 400 to 600 per cent in a cup of coffee, but this is offset by a much smaller margin on the more expensive foods, like meats."

COFFEE ASSOCIATION BULLETINS

Several Matters of General Trade Interest Are Discussed in This Month's N. C. R. A. Circulars

DURING the past month the National Coffee Roasters' Association issued several circulars of general trade interest, digests of which appear below.

SHIPPING CONDITIONS.

New York shipping conditions, according to Circular No. 26, have improved to such an extent that it is now practically unnecessary to employ cartage services on coffee originating in warehouses having track or lighterage facilities. Improvement is also noted in the railroad offices, it now being possible for the Association freight bureau to obtain and forward the hour of shipment, train number and detailed routing on carload lots.

FREIGHT FORWARDING.

The Association also states that under its Freight Bureau marine insurance open policy, shipments destined via water to Atlantic Gulf ports, and to interior points through those ports are now subject to additional charges of 12½ cents on $100.00 to the Atlantic ports and 15 cents to Gulf ports and interior points. This makes a through rate from warehouse in Brazil or point of origin to consignee's warehouse of 37½ cents per $100.00 via Atlantic ports and 40 cents via Gulf ports.

TAXES.

A circular from the Committee of Manufacturers and Merchants on Federal Taxation is forwarded to N. C. R. A. members without recommendation or comment by the Association, except to say that if enough members are interested it might be a subject for discussion at the next convention. The circular urges business men to back the Ralston-Nolan bill (H. R. 12,397) which proposes to reduce the tax burden on business by substituting a tax on landholders, urban, rural, coal, oil, mineral, waterpower, etc.

MISLEADING ADVERTISING.

The Vigilance Committee of the Association reports another satisfactory settlement of a complaint against extravagant claims in advertising a brand of coffee, and also in the label, wherein it was stated that the contents were better than any or all the other coffees in the world.

SHORTER TERMS.

Circular 27 related in part to a plea for [illegible] member of the trade to get behind the movement of reducing credit terms. It is hoped that by the time of the next convention (November [illegible] the roasted coffee trade of the entire country will be on a thirty-day basis. Attached to the circular was a pamphlet containing some reasons why [illegible] wholesalers and retailers should adopt short terms. The arguments are printed in the [illegible] Grocery Department of this issue.

BUSINESS RESEARCH.

Under the heading Business Research [illegible] explained why announcement on this subject has not been made before this, the substance being that Columbia University has been engaged in a thorough study of the matter and was prepared to make a statement; also that the time has come when the University cannot proceed further until more members supply the cost of operation data on which the research is based. The circular states that the research will result in immense benefit to the coffee trade, but the members will only give their cooperation, but "if the request fails and the University is not given sufficient data to provide a basis for its investigation, the entire Business Research with all its promises when completed, must be definitely abandoned."

THE PRICE GUARANTEE CONFERENCE

At the conference of manufacturers and contributers held before the Federal Trade Commission in Washington, on October 5, 1920, to discuss guarantees against decline in price, [illegible] Coste, manager of the National Coffee Roasters' Association, spoke in behalf of the coffee trade and filed fifty-two letters from roasters, forty-six being against a guarantee and six either in favor or non-committal.

In presenting the letters, special mention was made of the fact that this practice, as followed in the coffee trade, led to over-buying, and over-stocking, which resulted in inferior coffee reaching the consumer, and therefore it was contended that the practice is against the best interests of the consumer and the trade. The Association will file a brief with the Commissioner within thirty days.

COFFEE RESEARCH PROGRESS

Reporting to the Joint Coffee Trade Publicity Committee the latter part of the month, Prof. S. C. Prescott, general director of the Committee's coffee research at Massachusetts Institute of Technology, stated that the investigations up to that time had consisted principally of reviewing the printed works of other coffee researchers, and that this stage of the work is now nearly done.

OW TO CONDUCT A COFFEE SHOP

int Trade Committee Describes Operating Methods and Necessary Equipment, and Gives Directions for Brewing

)NE of the most ambitious booklets yet turned out by the Joint Coffee Trade Publicity committee is the one entitled "Get a Reputation for Your Coffee" which was made public during month. The introductory to the booklet says purpose is not only to help those already engaged in the restaurant business but also to those who wish to establish coffee houses, counters and similar place which make a of serving superior coffee.

The coffee making directions "are compiled the most reliable information in the files the National Coffee Roasters Association and Joint Coffee Trade Publicity Committee." are the directions:

The Urn

Keep the urn, including faucets and connections, odorously clean. Scour and scald daily. See there is no leak from the water jacket. Glazed earthenware makes the best container for the ked coffee. Avoid metal contact so far as sible, and if metal equipment is in touch with coffee see that it is kept well tinned or otherprotected from corrosion.

Keep water in the water jacket very hot, but boiling. Have the urn HOT before brewing

The Drip Bag

The bag which holds the ground coffee should be enough mesh to hold the finest particles. Muddy cloudy coffee means that grounds are in solution with the water—an inexcusable error.

Use muslin of medium weight. Don't use cheese For powdered coffee use light canton flannel "fuzzy" side in.

Wash out new bags thoroughly, in hot or cold er, before using, to remove the starch sizing.

The bag should not be deep enough to hang in brewed coffee. The shape should be such as allow a free penetration of water through the unds. Do not use a bag too narrow or conical with sides reinforced with any material stant to free flow of water. The result of letg water stand on the grounds is over-drawn and a bitter flavor.

Remove the bag immediately after the drip is ished—not more than ten or fifteen minutes after last pouring.

Never dry the drip bag. Rinse it thoroughly in d water—never in hot water, which *cooks in* the e. Keep bag when not in use submerged in n, cold water, which seals it from the air. xposure to the air causes souring. Use new bags frequently.

Water

Must be fresh. Must be *boiling*, at the top boilg point, before it is poured on the coffee. Water the highest possible temperature is necessary the most efficient extraction of flavor, aroma color. The following chart shows the great loss of efficiency due to the use of water at lower temperature.

Granulation

Ground coffee loses strength rapidly and should be kept in a closed container as nearly air-tight as possible. It is highly desirable that coffee be freshly ground as well as fresh-roasted.

There is no more important factor in good coffee making than the right grind. On this subject, however, opinions differ, and the restaurant manager who is interested in serving a perfect brew will do well to make a few experiments before deciding which degree of granulation to adopt. A coarse grind, such as that favored in households that stick to the old-fashioned boiling process, and the medium granulation used in percolators are not suited to the restaurant urn. The principle of the drip method is to extract strength and flavor by a quick contact of grounds and boiling water. To get the best results the bean must be well opened.

Restaurant coffee, therefore, should be ground at least as fine as granulated sugar. Many dealers recommend a grind as fine as fine corn meal, which shows a slight grit when rubbed between thumb and finger. The grind should not be so fine, however, as to mat and prevent the free penetration of water.

Measurements

Measure the water and measure or weigh the ground coffee carefully. Don't guess. When you have found the right proportions stick to them. The proportion of coffee is governed by the strength and color of the brew desired and by the grind used. Eight ounces of finely ground coffee, finer than fine granulated sugar and as fine as the corn meal grind already mentioned, will produce one gallon of good, strong coffee. With a coarser grind use ten to twelve ounces. Allow about twenty per cent. for absorption of water by the grounds. For instance—five gallons of brewed coffee requires six gallons of boiling water.

Bear in mind that a partially filled bag will drip more quickly than one filled to its designed capacity. When brewing in smaller quantities, therefore, use more coffee in proportion to water.

Operation

Pour water at highest possible temperature over the ground coffee in the drip bag. Never stir with a spoon or otherwise. If the bag is correct in material and shape and not filled with coffee over its designed capacity there will be no congestion or standing of the water on the grounds. No agitation or mixing or cooking of water and grounds together is necessary to perfect and complete extraction.

Some authorities maintain that one pouring is enough, if a very fine granulation is used and the water is at full boiling point. They declare that any repouring of the brewed liquor through the grounds extracts the bitter elements of the bean and injures the delicate coffee flavor. If the desired color and flavor do not result from the first pouring three remedies are open: One, use finer grind; two, use more coffee; three, repour.

It may be necessary to resort to re-pouring if a grind coarser than fine corn meal is used, because the bean may not have been broken into particles fine enough to let the water have access to all the

cells in which are stored the aromatic oils upon which flavor depends.

Each of these processes gives a different result, and the coffee maker must determine for himself which he prefers. But once you have found the method that best suits your patrons, stick to it; don't vary a hair.

SERVICE

Fresh-brewed coffee is essential for best results. Brew as near the time of service as humanly possible. Don't let the brew stand in the urn any longer than absolutely necessary.

Serve coffee HOT. Never allow the brew to get chilled either in the urn or after it is drawn. A perfect brew is frequently ruined by delayed service, cooling and thereby losing flavor. Reheating will not restore lost flavor and aroma.

Have the pots and cups warmed before using.

The remainder of the booklet, which consists of twenty-two pages, is made up of articles on how to establish, equip and conduct a successful coffee shop, written by Ida C. Bailey Allen. Lack of space in this issue prevents reproduction of the article in full, but a summary of the "high lights" will indicate its scope.

Mrs. Allen first tells how to pick out a good location, how abandoned saloons can be utilized, and how a "coffee shop" might be opened in a hotel lobby. She next discusses three types of coffee shops, designating them as the self service, the counter service and the combination counter and waitress service. Built-in stands can also be made successful in business and manufacturing sections, according to Mrs. Allen, who ends this part of her article with the caution that good coffee and good service are the backbones of the enterprise.

Under the head of menu, Mrs. Allen gives several sample courses, with the advice that the menu should be changed frequently, and that "homey" rather than exotic cookery should be served when possible. She says to emphasize coffee flavor—"its the best stock in trade a coffee shop can have." Some substantial dishes are also advocated as a feature of the service to cater to the men, quoting some of the foods served in English coffee shops.

Regarding equipment Mrs. Allen not only tells what should be used in the kitchen but the things that should be used on the tables or counters. Of course she recommends coffee urns, saying suitable ones can be bought for about $65.

Several paragraphs are given over to describing the ideal service, and the furnishings and decorations, saying in respect to the latter that there is no more attractive background for the coffee shop than the old English type of china and brass.

In the concluding paragraph it is stated that whatever type of coffee shop may be chosen, a candy and cigar counter should be located near the entrance door.

GROCERY TRADE DIGEST

¶ The most important news happenings of the month boiled down for busy readers.

FOOD LAW MEN IN CONVENTION

Federal and State Commissions Discuss Many Matters of Interest to Tea, Coffee and Grocery Men

A LARGE variety of trade matters were discussed at the twenty-fourth annual convention of the American Dairy, Food and Drug Officials, held at St. Louis, October 5-7. Among these were the talks about placing all retailers under an inclusive license to deal in food products, and about having State laws all uniform.

In the resolutions it was decided to instruct the executive committee to take up the matter of uniform laws and to report at the next convention. The convention also resolved to recommend to the revision committee of the United States Pharmacopeia that as many standards as possible be included; disapproved of slack filled containers and urged the passage of the amendment to the Food and Drugs Act now in Congress bearing on this matter; deplored the loss of so many of the staff of the U. S. Department of Agriculture and recommended that more money be paid such staff members to retain their services; and urged that the standards adopted at Berkeley, Cal., be promptly acted upon by the secretary. While the talks on stricter licenses for retailers did not result in a formal resolution, it appears that the majority of the delegates were in favor of them.

Some of the more interesting papers read at the convention were President Frary's talk on uniform laws, Prof. L. E. Sayre's paper on the new pharmacopeia and its relation to public health and Dr. Harrold Knapp's address on Cleveland's inspection methods.

The election of officers for the ensuing year resulted as follows: Dr. Carl L. Alsberg, chief of the Bureau of Chemistry, president; Dr. R. [illegible] Rose (Florida), first vice president; Thomas H. [illegible] (Connecticut), second vice president; Miss B. [illegible] Vance (Kentucky), third vice president; Geo. [illegible] J. Wigle (Wisconsin), treasurer; Dr. Cass [illegible] Clay (Louisiana), secretary.

Dr. W. S. Frisbie (Nebraska) was elected for the three-year term on the executive committee and Prof. William Frear (Pennsylvania) [illegible]

...year. To fill vacancies on the committee on ... and standards Prof. L. E. Sayre ... and Dr. R. E. Rose (Florida) were ...

The next convention will be held at Miami, ...

An Association of Chain Stores

The National Chain Store Grocers' Associa... has been formed to include at the start about ... of the largest systems in this country. It ... to ultimately increase membership to ... firms. The organization offices are in the ...worth building, New York, with Alfred H. ...mann, until recently secretary of the National ...esale Grocers' Association, as general man... and secretary-treasurer. The officers are: ...sident, C. E. Adams, care John T. Connor ...pany, Boston; first vice president, B. H. ...er, Kroger Grocery & Baking Company, ...innati; second vice president, Samuel Robin... American Stores Company, Philadelphia; ...d vice president, Henry Kohl, National Gro... Company, Jersey City; secretary-treasurer, ...f H. Beckmann, New York; executive com... W. G. Wrightson, Great Atlantic & Pacific ... Company, Jersey City; Harry L. Jones, Grand ... Tea Company and Globe Grocery Stores, ... Brooklyn; James Butler, James Butler, Inc., ... York; W. K. Macy, Union Pacific Tea Com... Newark; Mathew Smith, Mathew Smith ...ery Company, Cleveland.

Sugar Dealers Lost $250,000,000

The drop in the price of sugar has caused a ...inkage in value of at least $250,000,000, accord... to an estimate made to Attorney General ... by Edwin F. Atkins, head of a Boston ...ar firm and an official of several of the largest ...panies in this country and Cuba. Stocks of ...ar in this country now are enormous, he said, ... commenting on his estimate of 2,000,000 tons. The unusually high prices for sugar, Mr. Atkins ...ted, were due to competition, speculation and ...creased operating costs. Between the time ...n sugar sold for 6½c a pound and the date it ...reached 22½c, Mr. Atkins said, "fortunes were ...n or lost overnight" by the crowds of specula... who went into the market to "clean up." He ...id one estate lost $3,000,000 in the market.

Commodity Prices Still Go Down

The National Bank of Commerce recently ...ued this statement about the September whole... commodity market: Prices continue to move ...ward in many important groups of raw ...ducts, and of semi-manufactured materials for use in further manufactures. Declines have been passed on to the finished product in some lines. Unless untoward social and political developments should take place in Europe, however, it now seems likely that in the case of most commodities the period of rapid price adjustment has passed, and that fluctuations from now on will be through a gradually narrowing margin. Present price movements, however, must be interpreted with the greatest care. Cases in point are those commodities the prices of which appear superficially stable, but in which, as a matter of fact, almost no business is being done. In such cases, actual values cannot be known until trading operations are resumed.

Prune-Apricot Growers Reorganize

The California Prune and Apricot Growers, Inc., are to reorganize their association as a non-capital concern. This action followed a series of conferences with the Federal Trade Commission, but H. G. Coykendall, the general manager of the corporation, said that the reorganization was in no way influenced by the suit brought by the Commission to force the dissolution of the California Associated Raisin Company as a monopoly in violation of the Sherman anti-trust law.

Illinois Wholesale Credits Lower

Thirty-one members of the Illinois Wholesale Grocers' Association reporting on their outstanding credits during July showed an average of 76.28 per cent, which is lower than figured for previous months. Twelve houses had below 75 per cent, six between 75 and 80 per cent, five between 80 and 90 per cent, four between 90 and 100 per cent, two between 100 and 110 per cent and two above 110 per cent.

Macaroni Makers On Trade Practice

The net result of the recent trade practice conference between the Federal Trade Commission and the manufacturers of macaroni seems to be that the majority of the trade condemns slack filled packages, subsidizing jobbers' salesmen, minimum weight packages, false and misleading labels, and giving premiums to the trade.

Complaint Against Yeast Makers Dropped

The complaint of unfair competition in the manufacture and sale of yeast issued against the United States Food Products Corp., the Liberty Yeast Corp., the Fagin Company, and Herman Cheifez has been dismissed by the Federal Trade Commission.

TEA AND COFFEE RESEARCH BUREAU

¶ A department of scientific research under the editors' direction in which will be found short, popularized reviews of current and older works of physiological-chemical character, fugitive paragraphs, references and articles dealing with the history, pharmacology and technology of tea, coffee and spices.

AGING GREEN COFFEE

A Review of the Many Methods Evolved to Improve Quality by Artificial Maturing and the Results Obtained

IT has long been appreciated by coffee men that the green coffee as received in the ports of consignment is not always at a stage of maximum attainable efficiency, and the effort to bring the green coffee to this desirable condition has been exerted from time immemorial.

Quality of green coffee is largely dependent upon the methods used and the care taken in curing it, and upon the conditions obtaining in shipment and storage. True, the soil and climatic conditions play a determinative role in the creation of the characteristics of coffee, but these do not offer any greater opportunity for constructive research and remunerative improvement than does the development of methods and control in the processes employed in the preparation of green coffee for the market.

Storage prior and subsequent to shipment, and circumstances existing during transportation, are not to be disregarded as factors contributory to the final quality of the coffee. The sweating of mules carrying bags of poorly packed coffee, and the absorption of strong foreign aromas and flavors from odoriferous substances stored in too close proximity to the coffee beans, are classic examples of damage that bear iterative mention. Damage by sea water, due more to the excessive moisture than to the salt, is not so common an occurrence now as heretofore. However, a cheap and thoroughly effective means of ethically renovating coffee which has been damaged in this manner would not go begging for commercial application.

That green coffee improves with age, is a tenet generally accepted by the trade. Shipments long in transit, subjected to the effects of tropical heat under closely battened hatches in poorly ventilated holds, have developed into much-prized yellow matured coffee. Were it not for the large capital required and the attendant prohibitive carrying charges, many roasters would [illegible] their coffees to age more thoroughly before [illegible] ing. In fact, some roasters do indulge this [illegible] sire in regard to a portion of their stock. [illegible] were it feasible to treat and hold coffees [illegible] enough to develop their attributes to a maximum still the exact conditions which would favor [illegible] development are not definitely known. What [illegible] the optimum temperature and the correct humidity to maintain, and should the green coffee [illegible] well ventilated or not while in storage? How long should coffee be stored under the most favorable conditions to best develop it? Aging for too long a period will develop flavor at the expense of body, and the general cup efficiency of some coffees will suffer if they be kept too long.

The exact reason for improvement upon aging is in no wise certain, but it is highly probable that the changes ensuing are somewhat analogous to those occurring in the aging of grain. Primarily an undefined enzymatic and mold action most likely occurs, the nature of the enzymes and molds being largely dependent upon the previous treatment of the coffee. Along with this is a loss of moisture and an oxidation, all these actions having more evident effects with the passage of time.

Artificial Aging

In consideration of the higher prices which aged products demand, attempts have naturally been made to shorten by artificial means the time necessary for their natural production. Some of these methods depend upon obtaining the most favorable conditions for acceleration of the enzyme action, others upon the effects of microorganisms, and still others upon direct chemical reaction or physical alteration.

One of the first efforts toward artificial maturing was that of Ashcroft[1], who argued from the improved nature of coffee which had experienced a delayed voyage. His method consisted of inclosing the coffee in sweat-boxes having perforated bottoms and subjecting it to the sweating action of steam, the boxes being en-

ed in an oven or room maintained at the temrature of steam.

Emby[3] claimed to remove dusts, foreign rs and impurities while attaining in a few rs or days a ripening effect normally secured y in several seasons. In this process, the ed coffee is placed in autoclaves and subed to the action of air at a pressure of 2 to 3 spheres and a temperature of 40° to 100°F. e temperature should seldom be allowed to above 150°F. The pressure is then allowed escape and a partial vacuum created in the paratus. This alternation of pressure and uum is continued until the desired maturais secured. Desvignes[4] employs a lar procedure, although he also accomplishes ning by treating the coffee with oxygen or ne[5]. First the coffee is rendered porous storage in a hot chamber, which is then exted prior to admission of the oxygen. The ygen can be ozonized in the closed vessel while contact with the coffee. Complete aging in a w days is claimed.

Weitzmann[6] adopts a most novel operan, by exposing bags of raw coffee to the n of a powerful magnetic field, obtained h two adjustable electro-magnets. The claim at a maturation naturally produced in several ars is thus obtained in ½ to 2 hours is open considerable doubt. A process that is probly attended by more commercial success is t of Gram[8] in which the coffee is treated th gaseous nitrogen dioxide.

By far the most notable progress in this field, th from a scientific and from a commercial andpoint, has been made by Robison[7] with s "culturing" method. Here the green coffee moistened, then inoculated with selected strains micro-organisms, and incubated. When the cubation has sufficiently progressed, its proess is halted by means of a relatively high at. With this process it is possible to improve e cupping qualities of a coffee to a surprising egree.

Renovating Damaged Coffees

Sophistication has often been resorted to in der to apparently improve damaged or cheap offee. Glazing, coloring, and polishing of the een beans was openly and covertly practised til restricted by law. The steps employed did ot actually improve the coffee by any means, but merely put it into condition for more ready sale. An ostensibly sincere endeavor to renovate damaged coffee was made by Evans[9] when he treated it with an aqueous solution of sulfuric acid having a density of 10.5° Baume. After agitation in this solution, the beans were washed free from acid and dried. In this manner discolorations and impurities are removed and the beans are given a fuller appearance.

The addition of glucose, sucrose, lactose, or dextrin to green coffees is practised by von Niessen[9] and by Winter[10], with the object of giving a mild taste and strong aroma to "hard" coffees. The addition is accomplished by impregnating, with or without the aid of vacuum, the beans with a moderately concentrated solution of the sugar, the liquid being of insufficient quantity to effect extraction. When the solution has completely disseminated through the kernels, they are removed and dried. Upon subsequent roasting, a decided amelioration of flavor is secured.

Another method developed by von Niessen[11] comprises the softening of the outer layers of the beans by steam, cold or warm water, or brine, and then surrounding them with an absorbent paste or powder, such as china clay, to which a neutralizing agent such as magnesium oxide may be added. After drying, the clay can be removed by brushing or by causing the beans to travel between oppositely reciprocated wet cloths. In the development of this process, von Niessen evidently argued that the so-called "caffetannic acid" is the "harmful" substance in coffee, and that it is concentrated in the outer layers of the coffee beans. If these be his precepts, the question of their correctness and of the efficiency of his process becomes a moot one.

A procedure which aims at cleaning and refining raw coffee, and which has been the subject of much polemical discussion, is that of Thum[12]. It entails the placing of the green beans in a perforated drum, just covering them with water, or a solution of sodium chloride or sodium carbonate, at 65° to 70° C., and subjecting them to a vigorous brushing for from 1 to 5 minutes, according to the grade of coffee being treated. The value of this method is somewhat doubtful, as it would not seem to accomplish any more than simple washing. In fact, if anything, the process is undesirable as some of the extractive matters present in the coffee, and particu-

[3] U. S. Pat., 113,832, April 18, 1871.
[4] U. S. Pat., 660,602, October 30, 1900.
[5] French Pat., 379,036, August 28, 1906.
[6] French Pat., 359,451, November 15, 1905.
[7] British Pat., 26,905, December 9, 1904.
[8] U. S. Pat., 843,530, February 5, 1907.
[9] U. S. Pat., 1,313,209, August 12, 1919.
[10] Tea and Coffee Trade Journal, 39, 46-7 (1920).

[9] U. S. Pat., 134,792, January 14, 1873.
[9] British Pat., 7,427, March 24, 1910.
[10] U. S. Pat., 997,431, July 11, 1911.
[11] British Pat., 23,087, October 9, 1912.
French Pat., 449,343, October 12, 1912.
[12] British Pat., 21,397, September 26, 1907.
French Patent, 382,238, September 26, 1907.
U. S. Pat., 982,902, January 31, 1911.

larly caffein, will be lost. Both Freund[13] and Harnack[14] hold briefs for the product produced by this method, and the latter endeavors analytically to prove its merits, but as his experimental data are questionable, his conclusions do not carry much weight.

Of all these processes, only one can be said to be satisfactorily effective in a commercial sense. The great opportunity for research in the green coffee business, however, does not lie in the discovery or development of some unusual and highly original process. The real field for endeavor is the ascertainment of the nature and mechanism of operation of the various factors which control the ultimate quality of green coffee. Then apply the knowledge thus gained to the scientific handling and control of the green coffee at all stages from the tree to the roaster. A gratifying result is bound to follow.

Trigg

COFFEE AS A MEDIUM FOR POISON

An interesting report of the failure of an attempted poisoning is reported by F. Carrescia*. A servant endeavored to poison her mistress by adding a solution of bichloride of mercury containing a small amount of hydrochloric acid to coffee, which was being prepared in a coffee pot of tinned iron. However, in the course of preparation a chemical reaction occurred which resulted in the mercury being entirely precipitated in its metallic form. The coffee when submitted for analysis was found to contain hydrochloric acid, ferric chloride, and traces of tin. On account of the acid and astringent taste, which the compounds gave the beverage, the mistress refused to drink the coffee when served and subsequently had it examined.—TRIGG.

ANOTHER COFFEE SUBSTITUTE

Another indication of what is foisted upon the unsuspecting public in the form of coffee substitutes may be gained by consideration of K. Erslev's British patent 141,341 of May 31, 1920. He treats oils containing vegetable materials with steam, air, nitrogen, or other indifferent gas, at 1 1/3 to 3 atmospheres pressure for ½ to 2 hours, and then dries them by hot air or indifferent gas, before extracting the oil by pressure. If the residual press cakes are not used as human food, they may be roasted and used as a coffee substitute.—TRIGG.

[13] Pharm Zentralhalle, 56, 343-8, (1915).
[14] Münch. med. Wochschr., 58, 1868-72.
* Boll. Chim. farm., 58, 242-4 (1919).

NEWS OF THE RICE CAMPAIGN

The Associated Rice Millers Are Workin Out the Preliminaries in Cooperation with N. W. Ayer & Son

REPORTING on the progress of the p posed national advertising campaign i interests of promoting the consumption o in this country, H. M. Blaine, who is servin general manager of the campaign for the A ciated Rice Millers of America, Inc., with he quarters in New Orleans, states that he and h associates are hard at work laying out the p liminaries.

In describing the movement, Mr. Blaine s that the rice millers of Louisiana, Arkansas a Texas had been considering a national adver campaign for years, and finally got together the proposition early this year, organizing t Associated Rice Millers in May. One o first acts was the employment of Mr. Bla teacher of English and journalism at Louisia State University, and a practical newspaper m of some reputation.

At a meeting of the association in Septemb N. W. Ayer & Son of Philadelphia were ch to carry out the advertising ideas. Ayer rep sentatives have already investigated the rice i dustry in Louisiana, Arkansas and Texas a are now working on the publicity plans.

Started only six months ago, the moveme according to Mr. Blaine, already has the financi support of practically the whole industry, inclu ing growers as well as millers. With the exce tion of a few mills, the personnel of the Ass ciated Rice Millers of America is the same a the Rice Millers' Association, and represe about 85 per cent of all the rice milled in th United States. A 100 per cent organization expected before the campaign actually begins.

FISCHER TO FEATURE RICE

B. Fischer & Co., coffee, tea, spice and ri importers, New York, are planning a nation wide magazine and newspaper advertising cam paign on rice. The campaign is to begin ear in December, and is designed to stimulate ri consumption in this country. The firm's repre sentatives state that only eleven per cent of th population of the United States are now eatin rice. Coincident with the announcement of th campaign comes the statement that B. Fische & Co. have changed the name of its Hotel Asto brand of rice to Astor, and will pack it in newly designed carton, in orange, red and bla

IN THE EDITOR'S MAIL BAG

Here Will Be Found Letters from Readers Who Say Something Worth While

ONLY letters which deal with subjects of general trade interest are published here. Writers should remember that when they write to this department they can best serve themselves and the Editor by being brief. Many letters cannot be published here because of their length.

JAPAN'S ATTITUDE TOWARD THE U. S.

This writer, long a resident in Japan, describes the anti-American spirit which certain cliques of Japanese are fond of airing in the vernacular press of Japan. He suggests the effect it would have on the tea trade here if international strife should come between the two countries:

SHIDZUOKA, August 30, 1920.

W. H. UKERS, Editor, THE TEA AND COFFEE TRADE JOURNAL, New York, N. Y.

DEAR SIR:

The extraordinary and unbridled fecundity of the Japanese is precipitating a national problem, the portent of which seriously complicates the whole attitude of Japan toward their nearest neighbours and is fast becoming an international menace.

In editorial discussions of the subject, the vernacular press publishes statistics placing the annual increase of births over deaths at 600,000, which looms large and significant for an Empire, the area of which, before the war with China forty-five years ago, was only three-quarters the size of the State of California.

With Teutonic reasoning as to the sacredness of their need, and as to the justification of the use of remedy for their need, the arbiters of the Destiny of Japan are seeking "a place in the sun" by "peaceful penetration" where possible, but by their "will to power" where protest is availing against "the bigger battalion." Presumably, it must be a place in a warm sun; a raw, cold climate has but small attraction for Japanese emigrants and even the Northern part of their own country is sparsely settled or developed for that reason, and hence, perhaps, the Hawaiian Islands and the Pacific slope of the United States, westward from the Cascade, Sierra Nevada and San Bernardino Mountains, and incidentally the control of the Pacific Ocean, look comparatively good to them.

Herewith are some clippings from recent issues of the vernacular press showing how public opinion in Japan is being moulded to the belief that this fertile and not inconsiderable slice of the earth's surface was not intended by the Creator for the sole possession of the Americans of the United States to the exclusion of the Japanese and must not be allowed to remain so, if Japanese diplomacy or, as a last resort, armed force can prevent it, and that this is the ultimate "place in the sun" for Japan's fast increasing surplus population, even if they have to fight to prove their right to it. So far from avoiding a casus belli, they seem to be only waiting and hoping for one that will appear to justify them, in the eyes of the rest of the world, for "trimming the beard of Uncle Sam," as they facetiously call it.

The TEA AND COFFEE TRADE JOURNAL may not be particularly interested in this phase of International politics except, perhaps, to estimate how far the carried over stock of old Japan teas in America, plus the very small import of this season, would go toward satisfying the demands of the trade, if some accidental, unlooked for, trivial indignity or affront should surcharge rumor with the inevitability of conflict between Japan and the United States.

Hoping, however, that the fire-eaters of both nations can be induced to refrain from further mutual recriminations before it is too late to do so without "loss of face,"

I am, dear Sir:—

Your observant and occasional
PERIPATETIC CORRESPONDENT.

WAS THERE A REASON?

The per capita consumption mix-up has called forth the following comment from a Detroit subscriber:

DETROIT, September 30, 1920.

W. H. Ukers, Editor, THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York.

DEAR SIR:

With regard to the incorrect information distributed by the Associated Press, given out by the Department of Commerce, and commented on in the N. C. R. A. circular No. 28, can it be possible that "There's a reason"?—ROASTER.

QUESTIONS THE N. C. R. A.

A New York trade authority challenges the accuracy of one set of figures in the N. C. R. A. circular, correcting the per capita consumption figures in the following fashion:

NEW YORK, October 7, 1920.

W. H. Ukers, Editor, THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York.

DEAR SIR:

I notice in the N. C. R. A. correction of the erroneous per capita consumption figures circulated by the daily newspapers, that it indulges in a little romancing of its own. It says, on a basis of forty cups to the pound, the Association estimates this increase, (399,000,000 pounds) at 16,000,000,000 cups of coffee.

I wonder if allowance was made for coffee roasting shrinkage? I hardly think so. Figuring the shrinkage at 16 per cent, instead of 399,000,000 pounds (of green coffee) we would have 335,160,000 pounds of roasted coffee with which to start figuring. Again, if we figure thirty cups of coffee to the pound, which is a much fairer average than forty cups, we find that the increase is only about 10,000,000,000 instead of 16,000,000,000 cups, and this, in my opinion is more nearly correct.—PRO BONO COFFEE.

The Blue Book of the Trade

The TEA & COFFEE TRADE JOURNAL

The Grocery Magazine De Luxe

WILLIAM H. UKERS
President and Editor

H. DE GRAFF UKERS
Secretary and Treasurer

W. R. BICKFORD
Managing Editor

O. W. SIMMONS
Advertising Manager

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LONDON: Thomas Reece, 34 Cranbourn St.; RIO DE JANEIRO: J. H. Wileman, 61 Rua Camerino; COLOMBO-CEYLON: *Ceylon Observer*—A. M. & J. Ferguson; CALCUTTA: Charles Judge, 4, Mission Row

OUR BUSINESS CREED

We believe the basic principle on which a trade paper should build is SERVICE—service to readers and service to advertisers, in a way to promote the welfare of the general public.

We believe in the application of the TRUTH to the editorial, news and advertising columns.

We believe in the utmost frankness regarding circulation.

We believe the highest efficiency can be secured through a CIRCULATION OF QUALITY rather than of quantity—that character and not mere numbers, should be the criterion by which the value of a publication should be judged.

We do not publish free reading notices or paid "write ups."

Vol. XXXIX October, 1920 No

THE AFTERMATH OF SPECULATION

Poor, frail human nature has erred again, but our sympathy for the innocent sufferers overshadowed by our condemnation of the guilty ones, the "bull" operators, hoarders a potential profiteers. The fine structure they had reared has fallen in ruins; their palace dreams of fabulous prices for coffee, tea, sugar, grains of all kinds; iron, copper and oth metals; silk, wool and cotton; rubber and many other commodities, has turned out to be house of cards builded on shifting sands. The day of reckoning has come and now they m pay the piper; and if they have a conscience, it must be burdened with the thought that th have dragged some of their innocent colleagues down to ruin with them.

For a long time they have flouted the time-honored law of supply and demand; ignor the old axiom that deflation must follow inflation as night follows day; closed their eyes the fact that the pendulum, having swung far beyond the usual limit of its arc in one dir tion, must inevitably return and swing just as far beyond in the other direction. Blinded avarice, they could not see the hand writing on the wall; that remarkably high prices hav their usual effect of stimulating production and curtailing consumption; the two trump ca of their opponents, the "bear" traders. To people with vision undimmed by greed it h been clear that the buying public was beginning to fight back, refusing to pay "crazy" pri for necessities and luxuries; that supplies were being attracted from undreamed of source and that producers of all kinds were increasing output as much as possible. Flushed w early success, the "bulls" played for still higher stakes, but their early gains proved to be boomerang that caused their downfall.

Those traders who bought coffee up to thirty cents would be glad to accept half of th tea bought at seventy cents can hardly be sold even at fifty; sugar costing twenty-five cents more is being thrown over at eleven, and cotton, which was a "scarce" at forty cents is n

ful at twenty. How far will the pendulum swing this time, and when will it start back? are extremes!—C. K. T.

COFFEE CONSUMPTION INCREASING

It is gratifying to learn that the consumption of coffee in the United States is now 12.7 pounds capita. The National Coffee Roasters Association is to be commended for its prompt action securing correction of the erroneous statement in the daily press which made it appear that there a decline in the use of coffee during the last fiscal year.

At the same time the trade should not lose sight of the fact that coffee consumption has been increasing as it should, with the increase in population. While it is true that "more ee was drunk last year than in any previous year on record" this statement may leave a ng impression as to the increase per capita. As a matter of fact, the total for 1919-20 is only 257,863 pounds more than it was twenty years ago, in 1901-02, when the per capita was 13.34 nds as against 12.7 pounds in the 1919 fiscal period. Since 1901 it has dropped as low as in 1913-14.

Prohibition was a lucky thing for the coffee trade. Undoubtedly it played an important role the coffee consumption increase in 1919-20 over the previous year. But even with prohibition re is urgent need for such intelligent propaganda in behalf of coffee as will make more coffee kers—not necessarily drinkers of more coffee—for this is the way the per capita moral points. eady much good work has been done but it would be foolish for any one to think the battle . It is to be won. Let us not delude ourselves with false hopes. It's a man's fight. The is 20 pounds or better. Twelve pounds is nearer than we have been to it in sixteen years, the exception of 1917, when we touched 12.22

Let there be no trade relaxation now that we are being given such splendid support by pro-ion's reinforcements. Bring up your heavy artillery, you publicity fellows. And you men of rank and file, let every one of you lend a hand! Over the top for coffee!—W. G.

THE MORALE OF THE TEA AND COFFEE TRADE

The morale of the tea, coffee and spice trades has been at a low ebb during the recent iod of decline in prices. It is time there was an end to unwarranted pessimism. Condi-s do not justify it, and if continued it will only serve to make the situation more acute.

The tea, coffee and spice markets, in keeping with those of many other commodities, are sing through a period of depression, brought about by unfavorable economic conditions. slump in prices has precipitated a complicated situation, but we believe that the crisis been passed and that the statistical position of coffee, and also that of other staples, tifies the prediction that we will soon see stable prices and a return to healthier conditions.

The fact of the matter is the world has been suffering from what might be termed an te illness brought about by the war. Fortunately, we are now passing through the con-escent stage and are on the road to complete recovery. An optimistic outlook rather than now prevalent pessimism, is what the trade needs.—O.

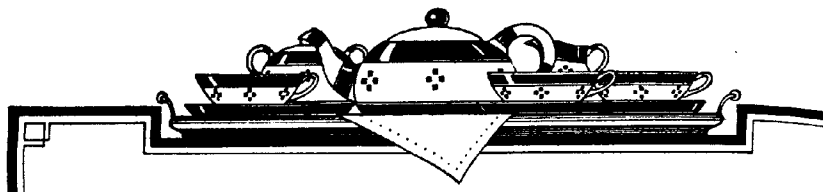
THE COFFEE ROASTERS' CONVENTION

There ought to be an unusually good attendance at the annual convention of the Na-al Coffee Roasters Association, scheduled for November 10, 11, 12 at St. Louis. Present de conditions call for a display of courage, optimism and faith in the future of the coffee busi-s. The man who stays away from this important trade meeting because he thinks he ought stick by his business, is in our opinion making a mistake. The advance notices of the con-tion state that it will be largely devoted to a discussion of problems affecting the coffee sting business. It should offer a good opportunity for the roaster to get the benefit of view point of his fellows, and thus help overcome many of his perplexing problems.—W.

WHERE SUGAR AND COFFEE DO NOT MIX

It has always been our belief that it is unnecessary and dangerous for the coffee roaster handle sugar. Under ordinary circumstances it is a product that shows little profit and st roasters handling it have used it merely as a bait for the purchase of coffee, tea, etc., or e held it for an anticipated rise in the market, which is pure speculation.

The recent price slump found some roasters with large sugar stocks upon which they have d to make considerable losses. It is to be hoped that this experience will teach them that ar should be left alone. There should be an end to combination sugar and coffee sales.—S.

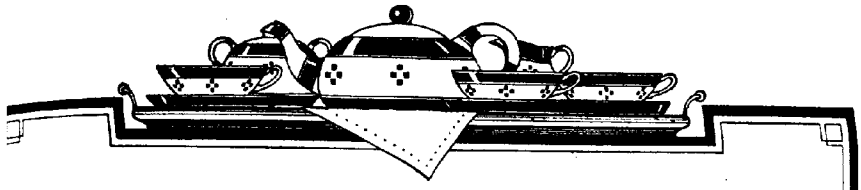


Paul Revere *was* Advertised

In old Boston, they will show you the tomb of William Dawes. They will tell you that he made the identical ride that Paul Revere made, but in the opposite direction. They will tell you that he rendered the same service that Paul Revere rendered.

But you probably never heard of William Dawes. The name that comes more readily to mind is that of Paul Revere, for Longfellow put the power of advertising behind Paul Revere and his name stands high among the Immortals.

Let us take the simple hypothesis. Let Paul Revere represent Coffee which is being advertised and which will be remembered. Let William Dawes represent Tea, which is not b e i n g advertised co-operatively.



Both Tea and Coffee perform similar services. They do not actually compete. The moral is plain.

Let us increase the tea consumption in the United States.

Our association is working towards the co-ordination of all tea interests at home and abroad.

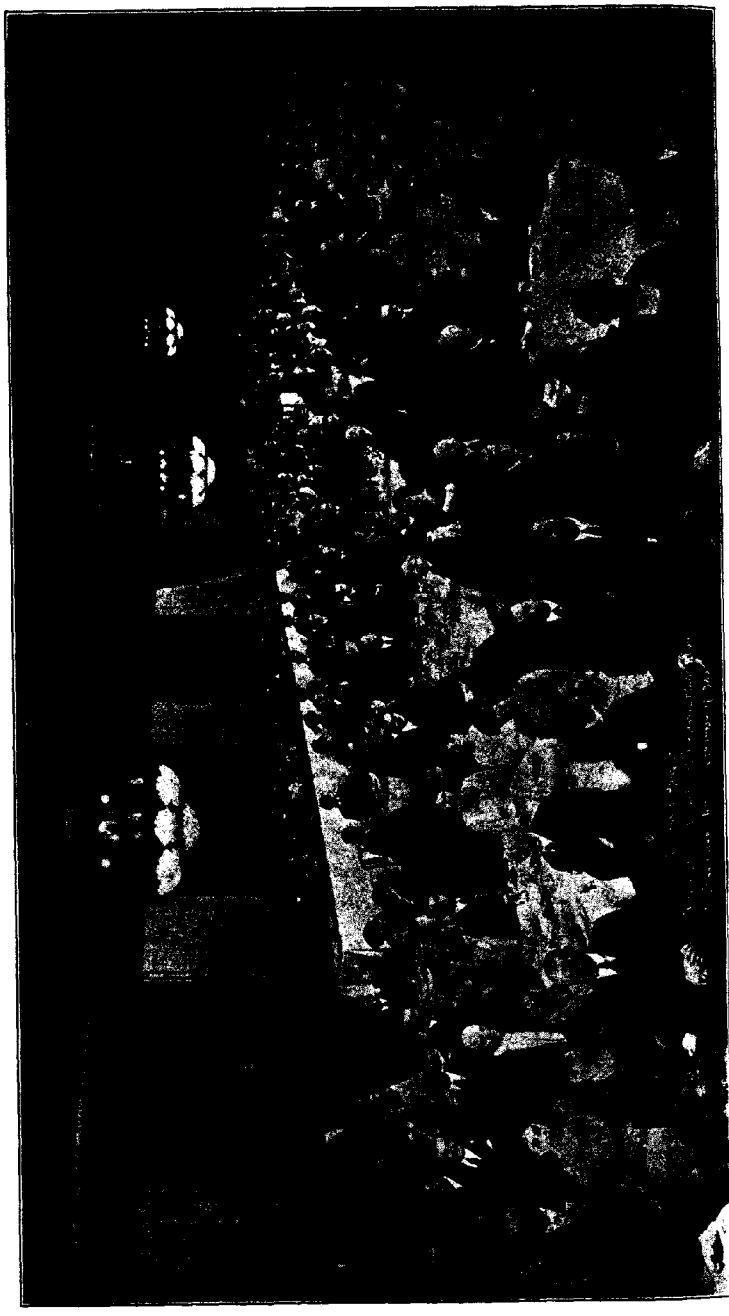
It's a *real* undertaking.

Watch these two pages each month. They will inform you of matters in which all tea men should be interested.

TEA ASSOCIATION

OF THE UNITED STATES OF AMERICA, Incorporated

106 WATER STREET, NEW YORK



THE FIFTH ANNUAL BANQUET OF THE NATIONAL RETAIL TEA AND COFFEE MERCHANTS ASSOCIATION

THE PREMIUM TEA AND COFFEE MEN'S CONVENTION

¶ The fifth annual meeting of the National Retail Tea and Coffee Merchants Association, held in New York, September 14-17, developed largely into educational talks on matters of interest mainly to wagon route distributers. ¶ George F. Hellick was elected president and Indianapolis was chosen as the next convention city.

THE consensus of opinion of the delegates and exhibitors at the fifth annual convention of the National Retail Tea and Coffee Merchants' Association held in New York, September 14-17, was that they had derived fully as much benefit and pleasure out of the meeting as they had at the previous annual gathering. As at other conventions the exhibits of merchandise and equipment suitable for use by the members of the association proved to be one of the main features; and every afternoon the exhibition room was crowded with purchasers and "shoppers." Most of the exhibitors reported doing a satisfactory business.

Trade practices formed the largest part of the subjects discussed at the business sessions. All sessions but that of the first day were executive, and only association members were admitted. It is learned, however, that some of the discussions developed sharp tilts among the delegates.

THE ELECTION OF OFFICERS

General satisfaction was expressed over the outcome of the election of officers, the men chosen for the next year being: President, George F. Hellick, of the Geo. F. Hellick Tea Company, Easton, Pa.; first vice president, W. H. Brower, of the Brower Coffee Company, Passaic, N. J.; second vice president, Edward Hesse, of Hesse Bros., Detroit; treasurer, Horace G. Rutter, West Philadelphia. R. M. Heizer, who has been acting as temporary secretary, was appointed permanent secretary, such an office having been provided for in a resolution adopted at the convention.

These directors were chosen: G. B. Schorn, retiring president, Jamaica, N. Y.; C. A. Smith, of the Great Eastern Coffee and Tea Company, St. Louis; Norman Castor, Castor Bros., Philadelphia; W. M. Bartlett, Jr., Bartlett Tea and Coffee Company, Indianapolis; F. J. Stewart, the Eureka Tea Co., Chicago; Fredk. Frank, Philadelphia.

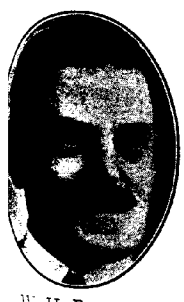
Indianapolis was chosen for the next convention, and Secretary Heizer was in that city the latter part of September making arrangements for next year's meeting.

Beyond the addresses of officers and the reports of committees there were no set speeches made at the business sessions. Felix Coste, secretary-manager of the Joint Coffee Trade Publicity Committee, was down in the program for an address, but he did not appear. Francis H. Sisson, vice president of the Guaranty Trust Company, spoke at the banquet on general business conditions and trade relationships.

THE PRESIDENT'S ADDRESS

In his annual address President Schorn said in holding the convention in New York took away the belief that the association was Western, with little following in the East. "Bringing the convention to New York stamps this Association a truly national organization."

Telling his associates why he is a strong believer in the Advance Premium plan, Mr. Schorn then said the association had been able to combat



W. H. BROWER
First Vice-President
Passaic, N. J.

EDWARD HESSE
Second Vice-President
Detroit

HORACE G. RUTTER
Treasurer
West Philadelphia

G. B. SCHORN
Retiring President
Jamaica, N. Y.

SOME ACTIVE WORKERS IN THE WAGON MEN'S ASSOCIATION

DELEGATES AND GUESTS AT THE FIFTH ANNUAL CONVENTION OF THE NATIONAL

successfully inimical legislation designed to injure the premium business. Touching upon the history of the organization, he next took up a review of the association year:

"The first proposition this year was the cash accommodation plan. Your president worked on this proposition, and finally got the plan in concrete form. All the members received this proposition in the shape of a booklet which explained the plan from beginning to end. The fact that we received numerous requests for information proves that the work was appreciated and desired. This work can be amplified at this convention, and time has been allotted for the discussion of this subject.

"A feature of our activities this year has been lining up with the Coffee Publicity Committee. Through the Joint Coffee Trade Publicity Committee we were put in touch with every form of advertising which took place in the magazines and periodicals of the country. We were enabled to get plates and cuts, and use the same form of advertising in our own campaigns.

"The merchandise committee has been active during the year, and we have purchased a number of items on which a great deal of money was saved by collective purchasing, by which each member of the association participated in the benefits of the combined purchasing power of the organization as a whole.

"This year we have been extremely busy answering various communications regarding information as to where and when to purchase certain lines of merchandise. We have answered as many as twenty letters a day.

"The exchange of merchandise through the organization headquarters has been exceptionally successful. A large quantity of stock which was unsalable by certain members was bought by others who were in need of these goods, and they changed hands advantageously both to seller and buyer.

"We have successfully organized our local Eastern branch, which has met regularly and worked out buying problems. We had a small exhibit room in this hotel where various manufacturers placed their lines, and this proved of great benefit and profit to us in purchasing merchandise.

"We should endeavor to build up a permanent executive force, with a paid manager. By having a permanent manager, the affairs of the association could be carried on without interruption from one president to another. As the matter now stands it takes a new executive at least two months before he becomes familiar with the routine, while in the meantime the affairs of the association lie dormant. If the newly-elected president of this association conscientiously does his work and fulfils the requirements of his office, it will take considerable time away from his business, and for this reason I urge upon this convention to consider engaging a permanent manager who will be under the supervision and guidance of the president, and who will relieve the president of details.

"In connection with this same matter I believe it is proper that a resolution be passed that the president be permitted to succeed himself. This will give the association the advantage of the ideas of a greater number of men. These suggestions should be put in the form of resolutions, which I trust will be carried out during this convention at our executive sessions.

"The future prospects of the tea and coffee business are very bright. There are possibilities that confront us today which have never been before us in the past. Prohibition, according to statistics, has increased the consumption of coffee fifteen per cent. The drinkers of coffee are much greater in number than ever before in the history of the United States. There is no doubt that something is needed to take the place of the saloon, and the only thing which will fill its place is the coffee house.

"Many of you men have stores that do not pay the rent. You depend entirely on your wagons to pay your operating expenses. Here is an opportunity to conduct a coffee house, or a cafeteria, in which to serve hot coffee, and you will not only serve your coffee, but you will secure customers who will buy your own brands of coffee from the wagons. My suggestion is that we pay attention at this convention to the working out of a plan by which the cafeteria may be tested as a profitable way of introducing our own brands of coffee into the homes of the people.

"We should also devote time toward the development of our stores into attractive display rooms, where the cash sales of premiums may be intelligently made.

"We have suffered from the uncertainty of labor conditions. Men would come for a week or so to work, and then suddenly leave without warning and without giving us time to replace them. All mercantile enterprises suffered from this disease of unrest.

IL TEA AND COFFEE MERCHANTS ASSOCIATION POSING ATOP PENNSYLVANIA HOTEL

It appears now that this tendency of unrest somewhat abated, and that it is possible for study this problem and see what measures best fitted to help our particular line of busi- If we expect labor to change, we also must our house in order to take away as far as ible all causes that may lead to dissatisfac- Can we make our sales' positions more at- ive? I believe if we give some of our time the serious study of this problem at this con- tion we can carry away something of material ue."

THE COMMITTEE REPORTS

Much interest centered around the committee orts.

V. H. Brower, of the Membership committee, ed that the association had 126 members. He ocated the revision of the list of possible mbers, saying that the one he used was out of e, and he also said that his experience had onstrated that personal calls were much more ctive than letters. He urged each delegate to oint himself a committee of one to secure new mbers in his locality. He reported a net gain seven members during the year.

L. Cheatham spoke for the Business System mittee. He advocated the elimination of cks or tickets. He said that the tickets became ed, were antiquated, and were often abused me salesmen. He suggested that the mem- institute a bookkeeping or account system on chandise credits which he explained in some il.

nother point brought out by Mr. Cheatham that he did not permit his salesmen to make advance of any premium valued at over $3, ss the customer's credit had been passed upon in this event, what he termed a special order k was used. He said that this procedure t down premium balances.

hough delivered in executive session the re- of the committee on Legislation is under- to have stated that during the past year e had been very little attempt in any State of Union to enact laws inimical to the interests the tea and coffee trade premium business. At the same time it was recommended that the association keep a careful watch for the introduction of any measures affecting them during the coming year. It was believed that the time had gone by when legislators could destroy their business by law, as the system followed by the premium tea and coffee merchants was conducted "on the level."

The report on merchandising conditions is understood to have pointed out that the manufacturers of the various articles either used as premiums or as special lines of sale in connection with tea and coffee retailing, were not prepared to announce any special reduction of prices at the present time, preferring to wait until conditions were more stabilized. It was regarded that the labor problem was a strong feature affecting the whole situation.

It was generally agreed that it is only a question of a few days or perhaps a few weeks when the price of coffee must come down again substantially.

The committee on Labor report said that there is very little trouble at present excepting in Chicago, where things are somewhat troublesome. The trade is employing some two thousand salesmen throughout the country and "sells 10 per cent of the entire sales of tea and coffee in the Union."

THE DISCUSSIONS

The subjects scheduled for discussion by the delegates concerned the Cash Accommodation plan referred to by Mr. Schorn in his address, uniform collection methods, driver agreements, and how to make stores pay. These discussions, which took place in executive session, were said after the meeting by President Schorn to have developed into educational talks, members telling the others their experiences and of any new kinks they had worked out satisfactorily.

After discussing the Cash Accommodation plan, the general impression seemed to be that the plan was fundamentally correct and worked out to the profit of the wagon distributers using

it. It was brought out as the consensus of opinion that the system is practical if one deals only in low priced merchandise, such as those selling for less than $10 each. Otherwise it was feared that the sale of the article would interfere with tea and coffee sales, and the business would assume the nature of an installment furniture house. President Schorn was one of the most enthusiastic endorsers of the plan.

Uniform collection methods brought about an exchange of ideas and experiences which it is felt cannot help but improve trade practice in this particular. It is thought that in the near future the association will take under consideration a standard system for the whole trade.

Under the head of drivers' agreements, the members discussed the methods of bonding their salesmen and also general insurance on firms' automobiles and other sales equipment.

How to make stores pay was the theme of an interesting discussion of one of the executive sessions, and according to a disinterested commentator constitutes a significant sign, possibly indicative of a gradual change in business methods. His thought was expressed in this question: "Are the premium peddlers going to compete with the regular retailer by establishing permanent stores in the small towns?"

It is understood that the discussion centered around the idea expounded by President Schorn in his annual address, that the association members having stores should investigate and adopt the coffee house, or cafeteria, idea. It is reported that the members were not at all unanimous in endorsing the proposal.

The Resolutions

Of several resolutions offered, only three were adopted. One of those rejected was that offered by Mr. Schorn limiting the president's term of office to one year. In addition to expressing appreciation of President Schorn's work, it was resolved to employ a paid permanent manager for the association, and also that in considering applications for membership to demand a commercial report on the firm applying.

SKETCH OF THE NEW PRESIDENT

Probably there is no member of the National Retail Tea and Coffee Merchants' Association better fitted to carry on the work of former presidents than is the man chosen to head the organization for the next year, George F. Hellick, of the Geo. F. Hellick Tea Company, Easton, Pa. He is known throughout the trade and has the confidence of the rank and file of the association as an indefatigable worker in the interests of his fellows, and possessing a t ough knowledge of the business in all its ph

Mr. Hellick is a graduate of the "Univ of Experience." Born in Forks Town Northampton county, Pa., January 1, 188 began his business career at ten years o working on neighboring farms. At twelv was earning his own living, and five years was working in a paint and soap stone m Easton, Pa. Being ambitious he sought nections with a better trade, first working local grocer as stable and delivery boy, progressing to clerk for the former J. A. E Grocery Co., of Bethlehem, Pa., and later coming a salesman for a Pennsylvania reta and coffee firm.

Fourteen years ago, Mr. Hellick had acc lated enough money and experience to sta his own, and that year he founded the pr George F. Hellick Tea Company and for years he not only carried on the executive d of the firm, but also operated a wagon him In 1916 his business had expanded to such portions that he was obliged to confine hi wholly to the management of the company. day the Hellick company operates seve wagons.

ENTERTAINMENT FEATURES

The Entertainment Committee for this y convention maintained the reputation of th sociation in regard to supplying plenty of d sion for the delegates and their wives daughters. Among the features were a tr Coney Island by bus and a shore dinner the theatre party at the Hippodrome, and nume sight seeing tours of the city by automobile pecially intended for the entertainment of ladies during the business sessions. The gram ended with a banquet at the Pennsyl Hotel, at which Francis H. Sisson, vice p dent of the Guaranty Trust Company, wa principal speaker.

THE CONVENTION EXHIBITS.

As in previous years, the exhibits of merc dise and supplies constituted one of the features of the fifth annual convention of National Retail Tea and Coffee Merchants' sociation. One of the largest ball rooms o Pennsylvania Hotel was given over to the plays, and over a hundred exhibitors were t they together showing at least 300 different icles used by the premium tea and coffee Lack of space prevents a detailed descriptio all the exhibits, and only a brief referenc the most notable is possible.

The Tea and Coffee Merchants' dependable source of supply for over one-quarter of a century.

During all this period we have faithfully and exclusively served the tea and coffee trade, packing all of our products under the buyer's private label.

The foundation of our business is *Baking Powder* and our facilities have enabled us at all times to give prompt deliveries at prices that, consistent with quality, are most attractive.

From time to time we have originated new products. Cocoanut Creme Custard, Chocolate Dessert, Lemon Pie, Kream Lite and Cero-Butter are among our successes. Krispy Krust, our latest specialty, has met with the instant approval of all keen operators. All of these products are extremely profitable sellers.

Samples, prices and descriptive literature gladly sent upon request.

FEDERAL PURE FOOD CO.

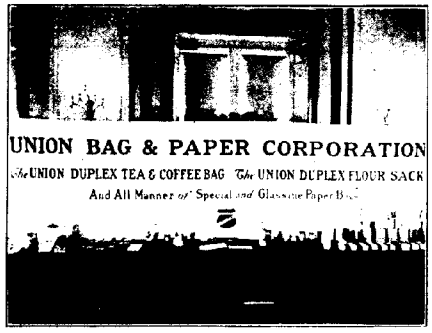
CHICAGO, ILL.

FEDERAL PURE FOOD COMPANY.

One of the most striking exhibits was that of the Federal Pure Food Company, Chicago, in charge of V. A. White and John M. Kleppinger. The company's products were tastefully displayed, and included baking powder, cocoanut creme custard, lemon pie filling, chocolate dessert, cero-butter (a powdered apple butter), kream-lite (a substitute for eggs), and the company's newest product, krispy-krust, a ready-made pie crust material. This company made quite an impression by serving little tartlets, each filled with one of its products and cooked on the spot by one of the Pennsylvania Hotel pastry chefs.

GARRETT & COMPANY.

Virginia Dare flavoring extracts, consisting of twenty-one flavors, a full line of Garrett's flavors,



AN EXHIBITION OF PAPER BAGS SUITED TO THE NEEDS OF WAGON COFFEE DISTRIBUTERS

and Virginia Dare dealcoholized wine were the features of the Garrett & Company (Brooklyn), display, which was in charge of W. R. W. Nichols. This exhibit was one of best visited during the convention, especially when punch demonstrations were being held.

SHERER-GILLETT COMPANY.

The Sherer-Gillett Company's (Chicago) exhibit of grocery specialties were displayed on the company's sanitary grocery store counters, which set the products off to good advantage. The sales work of R. H. Du Bois and T. A. Goodwin was concentrated on the flavoring extracts, fruit nectar, pie filling, instant cake flour, dessert jelly, washing crystals, cooking powder and marshmallow fluff.

BOYER CHEMICAL LABORATORY CO.

One of the most comprehensive displays of household specialties was that of the [illegible] Chemical Laboratory Co., Chicago. The exhibit included a complete line of articles especially designed for the tea and coffee [illegible] trade and were shown both under the [illegible] supergrade label and the private brand [illegible] tomers. The articles featured were cocoa[illegible] shampoo, a drain pipe opener, flush powder, [illegible] destroyer, and silver and furniture polish. J. Schneider, general manager, and H. [illegible] land attended to the exhibit.

LOUIS SEPLER.

A complete line of imported and domestic made kitchenware was shown by Louis Sepler, New York, assisted by his daughter. The articles included every type of utensil used by the average housewife and were shown in aluminum and enamel ware in blue, white and gray. Mr. Sepler made quite a hit by auctioning off samples the last afternoon of the convention and is understood to have transacted a good business.

ARCADIA FOOD CO.

The Arcadia Food Company, New York, had one of the best positions for its display in the exhibit room, and took full advantage of the location to show its jelly powders, chocolate, cocoanut and lemon pie fillings. The layout was very attractive and was heightened in interest for the convention delegates by the numerous displays of foods made from the company's products. One of these was a mould of orange jelly in the shape of a melon, with natural fruits buried in the center of the mould. C. G. Hookway was in charge of the display.

THE GEO. F. WIEMANN CO.

Among the many companies displaying supplies was the Geo. F. Wiemann Co., New York, which showed a full line of green coffees, featuring the firm's Bourbon grinders, good bean Bourbon and Medellin Bogotas. According to C. C. Jolliffe, who was in charge of the exhibit, the purpose of the display was to educate the association members in the value of cut bean coffees which are cheaper and, because the wagon men sell their coffee ground, are best suited to the purpose. Mr. Jolliffe did a good deal of missionary work.

E. EDTBAUER & CO.

E. Edtbauer & Co., Chicago, made a feature of their Duplex No. 1 weighing machine. This was shown mounted on a counter pedestal and made a handsome display. This machine has a rated capacity of ½ up to 2½ pounds of whole bean, medium or coarse ground coffee at each discharge and handles up to five pounds in two discharges to a package.

NEW YORK BAKING POWDER CO., Inc. (of Delaware) **ALBANY, N.**

Manufacturers of High Grade Baking Powders

Packers of Cocoa, Corn Starch, and Soda

Private Brands Our Specialty ***Largest assortment of Stock Labe***

Ask These National Retail Tea and Coffee Merchants Ass'n Members

about their METALGLAS "THE BRIGHTENER" campaign

A good campaign seller

American Tea & Coffee House Chicago, Ill.

Antoine Bros. Tea & Cof. Co. St. Louis, Mo.

Appleton Tea & Coffee Co. Appleton, Wis.

Athletic Tea Co.
St. Louis, Mo.

Banner Tea Co.
Chicago, Ill.

Benner Tea Co.
Burlington, Iowa

Best Tea Co.
Chicago, Ill.

Burlington Tea & Cof. Co. Burlington, Iowa

Castor Bros.
Philadelphia, Pa.

Capital Tea Co.
Harrisburg, Pa.

Chicago Tea Co.
Chicago, Ill.

Claman Bros.
Indianapolis, Ind.

Crescent Tea Company
St Louis, Mo.

Eureka Tea Co.
Chicago, Ill.

Economy Tea Store
Toledo, Ohio

Frederick Frank
Philadelphia, Pa.

Great Eastern Cof. & Tea Co. St. Louis, Mo.

Great Eastern Tea and Coffee Co. Pittsburg, Pa.

P. J. Hensel Tea Co.
Milwaukee, Wis.

L. Hirschinger,
Milwaukee, Wis.

Home Tea Co.
Keokuk, Iowa.

Home Tea Co.
Rock Island, Ill.

Hoops Tea Co.
Chicago, Ill.

Hoosier Coffee Co.
Indianapolis, Ind.

Iowa Tea Co.
Mason City, Iowa

Keystone Co., Ltd.
Scranton, Pa.

King Koffee Kompany of Mo. Kansas City, Mo.

King Koffee Kompany
Indianapolis, Ind.

King Tea Co.
Chicago, Ill.

Laudon Tea Co.
Milwaukee, Wis.

Minnesota Tea Co.
Duluth, Minn.

Monarch Coffee Co.
Milwaukee, Wis.

P. C. Monday Tea Co.
Milwaukee, Wis.

Moyune Tea Co.
Omaha, Nebraska

Miles Bros.
Lexington, Ky.

National Union Tea Co.
Peoria, Ill.

Oriental Tea Co.
Moline, Ill.

Oriental Tea Co.
Ft. Dodge, Ind.

Peerless Pure Food House Chicago, Ill.

Prime Tea Co.
Boston, Mass.

Reliance Tea Co.
N. Quincy, Ill.

Royal Tea Co.
Chicago, Ill.

Rex Coffee & Tea Co.
St. Louis, Mo.

Sheboygan Coffee Co.
Sheboygan, Wis.

Standard Tea Co.
Milwaukee, Wis.

Superior Coffee Co.
Appleton, Wis.

Superior Coffee Co.
Oshkosh, Wis.

Twin City Tea Co.
Minneapolis, Ind.

E. C. Uber
Chicago, Ill.

Victor Tea Co.
Cleveland, Ohio

R. Williams
Chicago, Ill.

Wausau Tea & Coffee Co.
Wausau, Wis.

Eclipse Manufacturing Co., Indianapolis, Ind.

THE ECLIPSE MFG. CO.

Metalglas, an all-purpose polish, shown by the Eclipse Mfg. Co., Indianapolis, came in for the distinction of receiving endorsement in one of the business meetings of the convention by an association delegate, an unusual occurrence at such a gathering. The demonstration of the efficacy of the polish as a cleanser of glass, all kinds of metals, tile, marble or onyx, as well as plated ware, made a deep impression on the visitors, and the company's representative reported a big business transacted, partly due to the worth of the article and to the special sales plan under which it was sold.

JABEZ BURNS AND SONS.

The display of coffee roasting machinery shown by Jabez Burns & Sons, New York, was the only one of its kind, and the company's representatives were kept busy telling of the

THE CONTINENTAL PAPER & BAG MILLS' LARGE EXHIBIT OF COFFEE PACKAGES

A. L. Burns, J. L. Kopf and Mr. Comstock good points of the equipment. The display included a sample coffee roaster and testing outfit, revolving top table, cuspidor, kettles, etc. Practically every delegate got one of the well known Burns coffee bean buttons, which was given him as a souvenir of the occasion. Robert Burns, A. L. Burns, J. L. Kopf and Mr. Comstock were seen at the exhibit.

GRAHAM BROS. SOAP CO.

High grade toilet soaps and vegetable oil shampoos were featured by Graham Bros. Soap Co., Chicago, the display including such articles as Lana oil buttermilk complexion soap, olive cream, vegetable sanitary soap, La Roda baby castile, and Orcine shampoo.

HOME COMFORT CO.

The Home Comfort Co., Inc., St. Paul, had the only display of cake, pastry and bread cabinets, which are collapsible and consequently [illegible] to facilitate thorough cleaning. They are ma[illegible] in family, restaurant nad hotel sizes of galva[illegible]ized sheet metal, and are finished either in alu[illegible]inum with gold trimmings or in white enam[illegible] They are of the front door type, and are provid[illegible] with shelves like a refrigerator.

UNION BAG & PAPER CORP.

A full line of specially designed bags for[illegible] by the premium tea and coffee trade was sho[illegible] by the Union Bag and Paper Corp., New Yo[illegible] in charge of Walter B. Tappen and W. C. Ma[illegible] field. The number of samples shown gave [illegible] a slight idea of the wide range of bags turn[illegible] out by this company from the products of [illegible] own forests in Canada, and made in its [illegible] large mills in New York state. A book of pho[illegible] graphs of the company's several plant units w[illegible] hardly less impressive to the convention visito[illegible] than the large number types of bags on displ[illegible] Mr. Mansfield pointed out that his company h[illegible] been studying the needs of this class of tra[illegible] for some time and finally evolved the pres[illegible] type as the best suited to meet the conditions.

THE SMITH SCALE CO.

The Smith Scale Company (Columbus) exhi[illegible] had its full quota of interested visitors, who b[illegible] sides being shown the workings of this co[illegible] pany's "Exact Weight" scales were given fa[illegible] educational talks on the advantages to their o[illegible] pocket books to be derived by using weigh[illegible] devices which accurately weigh their produ[illegible] as they are packed. Mr. Smith made much [illegible] the point that with his machine any packer co[illegible] use any kind of cheap labor and still obtain [illegible] curacy and speed.

BRIGGS CEREAL PRODUCTS CO.

The Briggs Cereal Products Co., Cincinnati, exhibited a complete line of macaroni, spaghetti, bows and egg noodles, and is understood to ha[illegible] done a good business in orders as well as i[illegible] ning new friends for this popular line of [illegible] cialties. R. B. Brown was in charge.

CONTINENTAL PAPER AND BAG MILLS

The Continental Paper and Bag Mills, N[illegible] York, which recently changed its name from [illegible] Continental Paper Bag Co., exhibited a co[illegible] plete range of bags used by the wagon [illegible] men, including coffee and tea bags, advertis[illegible] bags, sacks for all kinds of products and [illegible] cans. A large sign announced that in addi[illegible] to the foregoing products, the company a[illegible] produces egg cartons, envelopes, paper [illegible] tissue paper, toilet paper, and wrapping pa[illegible] J. Stein and D. Regan were in charge of [illegible] display.

FRUIT VALLEY CORP.

Much interest centered around the dis[illegible]

PUREST AND BEST BAKING POWDERS
Cream of Tartar and Pure Phosphate
Buyers Private Brands at Attractive Prices
Also High Grade Cocoas under Private Brands
MANHATTAN BAKING POWDER CO., 264 Spring St., New York

Saxon Chinaware

The chinaware of quality—beautiful designs and attractive decorations—many patterns to choose from.

Premium users everywhere have for years found utmost satisfaction in Saxon chinaware.

You, too, will find that same satisfaction. Write for the Saxon proposition.

THE SAXON CHINA CO.
302 Baugh St., Sebring, Ohio

MACARONI
VS.
POTATOES

All foods are high, but the price of potatoes is and will be *prohibitive* throughout the year. The only thing to do is to get along without them.

FISH MACARONI AS A SUBSTITUTE FOR POTATOES. It has the same high percentage of food value. It is just as appetizing—easy to prepare—and costs less—much less.

If you are not among those "live ones" who are now distributing HARVEST, write for prices. This is the time of the year to begin.

The Briggs Cereal Products Co.
Cincinnati, Ohio

At the Convention-
Of course.

BOYER'S SUPERIOR GRADE

SPECIALTIES
FOR THE
TEA and COFFEE
TRADE

Cocoanut Oil Shampoo
Laundry Wonder
Paint and Varnish Cleaner
Aluminum Cleaner and Polish
Cedar Oil Compound
Soot Destroyer
Drain Pipe Opener
Flush Powder
Silver Polish Paste
Aluminum Enamel

Fast Sellers-
Every One

Samples and Prices on Request

THE
BOYER CHEMICAL
LABORATORY CO.
CHICAGO

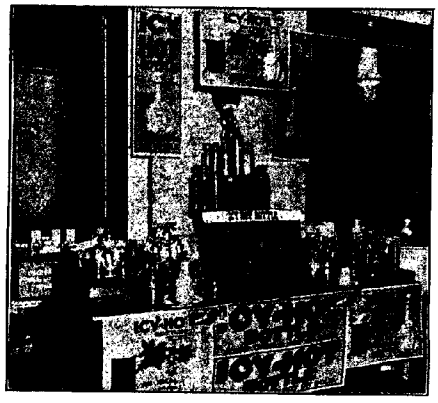
made by the Fruit Valley Corp., Rochester, N. Y., which as a feature was introducing its new product Jel-Ade. This is the company which manufactures Famly-Ade, which also was exhibited. Jel-Ade, which is fruit juice already prepared to be made into jelly, was shown in eight flavors—cherry, orange, grape, pineapple, loganberry, raspberry, strawberry and apple.

American Manufacturers Co.

The American Manufacturers Company, Philadelphia, had a display of cut glassware, showing water sets, pitchers, vases, rose baskets, nut dishes, ice tubs, and many other kinds of tableware.

Frank & Danziger, Inc.

Frank & Danziger, Inc., 114 E. 16th street, New York, handle an extensive line of house furnish-



The Icy-Hot Bottle Company's Attractive Display of Premium Vacuum Bottles

ings and toys. Their convention exhibit included more than fifty items, among them being smoking stands, dolls, food choppers, sleds, ironing boards, electric irons, washing machines, etc. J. Jacobstein was in charge of the exhibit. Mr. Jacobstein explained that it is the purpose of his firm to cater to the needs of premium users in the coffee trade. He believes that his extensive and varied stock offers a wide range of selections, and that it is possible for the premium buyer to purchase direct all of his premium needs from Frank & Danziger offerings.

Aluminum Products Company

A. C. Wright, general manager of the Aluminum Products Company, La Grange, Ill., was on hand with several assistants. The Aluminum Products Company makes a specialty of aluminum ware for premium purposes, and Mr. Wright says that his volume of sales to the premium trade has increased steadily for the reason that he uses only high grade heavy ware that stands up under hard usage.

Frankford Manufacturing Company

Much was heard about the Frankford Manufacturing Company at the convention, because Benjamin Frankford was very much on the job and had an active corps of assistants. It was rumored that this firm's convention sales totaled $20,000. The Frankford company specializes in umbrellas. It was the first time that this firm had exhibited at a coffee convention. The display was one of the most attractive in the exhibit room, and seemed to appeal particularly to the lady visitors. A wind-proof umbrella was featured.

Wabash Baking Powder Company

H. B. Cowles, general service manager of the Wabash Baking Powder Company, Wabash, Ind., attended the convention and renewed acquaintanceship with his numerous friends in the association. Mr. Cowles is of the opinion that he secured probably the largest contract placed during the meeting. It was for flavoring extract and totalled about $18,000.

Jay Specialty Company

The product of the Jay Specialty Company does not lend itself to attract display, but the exhibit was popular, nevertheless, because it was presided over by Miss E. Berger who proved to be an efficient sales person. She demonstrated Jay disinfectant, a new deodorant and germicide, explaining that the size of the bottle and the price of the contents, as well as the price, made it an attractive specialty.

New York Baking Powder Company

The New York Baking Powder Compa

WHY HOME COMFORT CABINETS are—THE PREMIUM:

They APPEAL TO THE HOUSEWIFE—That is the FIRST REQUISITE of a GOOD PREMIUM.

They are TRADE BUILDERS—They not only ATTRACT TRADE to your store—They HOLD IT and keep NEW TRADE coming. That means MORE BUSINESS and INCREASED PROFITS.

They have been TRIED and FOUND RIGHT. Ask your fellow merchant—He uses them.

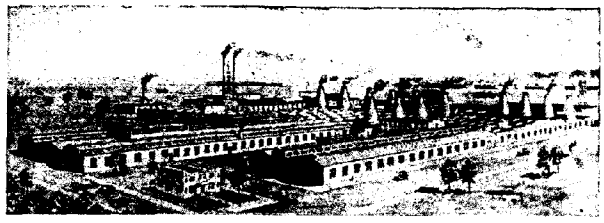
THERE IS A REASON

Made in seven sizes—from Galvanized Steel, guaranteed not to rust. Finished in Aluminum Bronze or White Enamel. Our No. 7 size was designed and made especially for the TEA & COFFEE MERCHANTS.

Manufactured exclusively by

THE HOME COMFORT COMPANY, INC., ST. PAUL, MINNESOTA

Literature and prices sent upon request.



A good Chinaware premium will move your Coffee faster than cut prices. Get samples and prices from the World's most modern Pottery.

THE LIMOGES CHINA COMPANY

SEBRING - - - - - - - OHIO

W. I. GAHRIS, President

Premium Umbrellas

Our experience at the Convention of the National Retail Tea & Coffee Merchants Association in New York last month has convinced us that our line of umbrellas is decidedly adapted to the use of the Trade for *PREMIUMS.*

The volume of business we did while there surpassed by a great deal our anticipations, and we feel that it is difficult for the Tea & Coffee Merchant to obtain more appropriate or timely premiums than is provided by our extensive line of umbrellas especially our WIND PROOF. Send for Catalog, Dept. T. C.

FRANKFORD MANUFACTURING CO.

906 Filbert Street

Philadelphia, Pa.

PIE FILLING

in 16 oz. cans

Lemon, Cocoanut or Chocolate

Your brand or ours

JELLY POWDER

Three packages to a carton

PURE FRUIT FLAVORS

ARCADIA FOOD COMPANY

174 Hudson St. New York, N. Y.

which puts out a line of private label baking powder, corn starch, cocoa and soda, and is one of the oldest firms in this line, was represented by F. E. B. Darling, one of the executives of the company. He was assisted by C. H. Horton.

MANHATTAN BAKING POWDER CO.

E. P. Sayre, of the Manhattan Baking Powder Company, was one of the convention visitors and exhibitors. This firm's display was in charge of W. H. Cook. Mr. Sayre is a pioneer in the manufacture of private label baking powder for the coffee trade, and says he attends the conventions more to renew acquaintanceship with his friends in the trade than to secure new business.

ARCADE MANUFACTURING COMPANY

A display of glass household coffee mills was the feature of the exhibit of the Arcade Manufacturing Company, Freeport, Ill. K. F. Landgraf, who was in charge of the exhibit, said that the Arcade is the only home mill that is nationally advertised. Mr. Landgraf called particular attention to one of the designs having a glass container which screws on to the grinding device.

TAIYO TRADING COMPANY, INC.

The Taiyo Trading Company, Inc., formerly Takito, Ogawa & Co., of Chicago and New York, importer of Japanese specialties, has long catered to the needs of the coffee and tea trades. The exhibit included tea cups, an attractive assortment of vases, dolls and fruit baskets. G. R. Nakayama was in charge.

HUGRO MANUFACTURING COMPANY

W. G. Davis presided over the exhibit of the Hugro Manufacturing Company, which included carpet sweepers, electric vacuum sweepers, clothes reels, children's cars and toys. The display was exceptionally large and, being well placed in the exhibit hall, commanded unusual attention.

The Continental Paper & Bag Mills have leased a building at Clark and Dominick streets for their New York City warehouse and will take possession on May 1, 1921. The New York sales department office, now at 268 West Broadway, will then be located there.

MISCELLANEOUS TRADE NEWS

¶ A department covering the activities and developments of the manufacturing and distributing tea, coffee, spice and fine grocery interests and the supply trades.

CHEEK-NEAL CO. PROSPERING

President Cheek Announces at Annu Meeting That Sales Have Increased 400 Per Cent in Last Four Years

AT the recent annual meeting of the Che Neal Coffee Company, held in Nashv Tenn., President J. O. Cheek said: "Our s have increased 400 per cent during the past years, and the greatest increase is shown dur the past twelve months." Further evidence the prosperity of this concern is the announ ment that the company had begun moving i its new building in Richmond, Va., which is to have cost more and is more modern than other coffee roasting plant in the South.

All the old officers were reelected: J. O. Ch president; J. W. Neal, vice president and gen manager; J. Robert Neal, vice president and sistant manager of the Houston, Tex., pla L. T. Cheek, vice president and manager at Ja sonville; Jas. H. Cheek, vice president and m ager at Richmond; Robt. S. Cheek, vice presi and manager at Nashville; Frank L. Cheek, v president and assistant manager at Nashville; M. Byer, treasurer; Newman Cheek, secretary

All the foregoing officers and managers w guests of Cecil, Barrette & Cecil, who are charge of the company's advertising, at an el orate dinner in a Nashville hotel. Among o things, the Cheek-Neal national advertisin newspapers and magazines was discussed, the culminating in an announcement that a large

ORCINE
Shampoo
(Packed 12 cans in display box)
Made from pure vegetable oils. Neutral and delicately perfumed.
MANY TEA and COFFEE Concerns are sending us REPEAT ORDERS.
Samples and quotations on request
GRAHAM BROS. SOAP COMPANY
1319-25 W. Lake St. Chicago

Geo. F. Wiemann Co.
COFFEE
NEW YORK

BULK COCOA

IN BARRELS AND DRUMS

Also packed in tins under your

Private Label

We make American and Dutch Process Cocoa

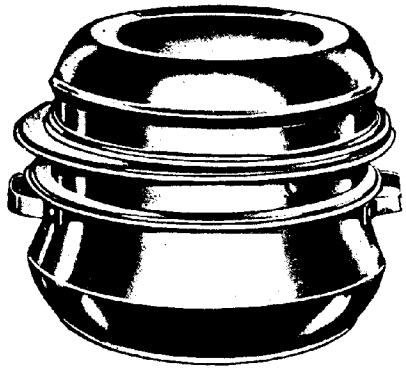
Write for our *Latest Price List* State Style of Packing and *Quantity* Required Annually.

Tell us where you saw this Advertisement.

AMBROSIA CHOCOLATE CO.
331-333-335 FIFTH AVE.
MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA MANUFACTURERS

The Peerless Set—Sixteen in One



HEAVY PURE MANGANESE ALUMINUM. In price, one article. In usefulness sixteen or more. Each of the articles in this Combination has its own particular use, and they combine to form a great variety of necessary utensils.

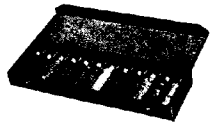
Singly or in combination the "Peerless" supplies: 4 qt. Serving Dish and Stand; Pie Plate; 4 qt. Sauce Pan; 2 qt. Covered Bake Dish; 2 qt. Pudding Pan; Cereal Cooker; Double Boiler; Chafing Dish; vegetable Cooker; 2 qt. Colander; Handled Deep Roaster, etc.

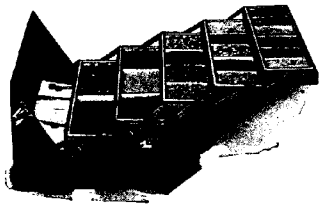
ALUMINUM PRODUCTS COMPANY
Dept. "A" La Grange, Illinois

SAMPLE CASES
KNICKERBOCKER "MADE RIGHT"
for Tea, Coffee, Spices

All Bottled, Jar and Package Goods, etc.

Ask for Complete Catalog No. 76





KNICKERBOCKER CASE CO.
230 N. Clinton St. CHICAGO, ILL.

MOTOR CLUB COFFEE

50 CUP POWER

Like a Good Motor Car
Costs a Trifle More Money
But Goes Twice As Far

"Ask Those Who Drink It"

BIEDERMANN BROS.
727 W. Randolph St.
Chicago, Ill.

Roasters *Importers*

tract had been signed for a series of advertisements to appear in the "Literary Digest."

RECEIVER FOR M. LEVY'S SONS

Total Liabilities of This Prominent Coffee Importing Firm Are Estimated at $1,430,000

THE coffee importing firm of M. Levy's Sons, with offices in New York, New Orleans and San Francisco, passed into the hands of receivers on September 27 on an application filed by the Guaranty Trust Co., creditor to the extent of about $100,000; the Mercantile Bank of the Americas, $2,257, and J. H. Windels, a New York coffee broker, $23,007.

The total liabilities of the firm are estimated at $1,430,000, distributed among the offices as follows: New York, $690,000; New Orleans, $700,000; San Francisco, $40,000, the bulk of the paper being held by banks, it is understood. Assets are placed at about $400,000, a quantity of Liberty bonds, membership in the New York Coffee and Sugar Exchange, and other securities.

Francis L. Kohlman is temporary receiver at New York, and Ben C. Casanas at New Orleans. The name of the San Francisco receiver has not been announced.

In the bankruptcy petition it was developed that the Levy business was established by Moses Levy in 1875 at Evergreen, La., and that the members of the firm at present are Omega and Sol Levy and L. N. Goll.

It is believed in the coffee trade that the recent rapid decline in coffee prices is responsible for the firm's embarrassment.

CONTAINERS IN LABORATORY TEST

A circular recently issued by the National Paper Can Co., Milwaukee, gives in condensed form the report of the Detroit Testing Laboratory of an examination of food products c tained in hermetic seal Napacans. The prod included tea, cocoa, baking powder and n powder, and though they had been packed periods ranging from eighteen to fifty mon the contents were found to have absorbed moisture and to have suffered no deterioration

TEA PRICES AT PRE-WAR LEVEL

Practically all black tea wholesale prices h reached a pre-war level, according to Macy E & Gillet, Inc., New York tea brokers, in a re bulletin to the trade. These brokers state 100 C/S of Ceylon O. P. of 100 lbs. each w invoiced at the rate of 20 cents a pound p to the war, which is the same price as quoted October 1, 1920. On January 1, 1920, the qu tion was 37 cents a pound. "A little diffe situation seems to exist with regard to Gre and Japans, which are still selling at a consi able price above normal," it is stated.

KING ALBERT ON COFFEE MISSION

A cable dispatch from Rio de Janeiro un date of September 25 reports a rumor curr in that city that King Albert of Belgium and Brazilian government will enter into an ag ment during the king's visit to Brazil to m Antwerp the chief European depot for Brazi coffee, instead of Hamburg.

NEWS OF THE CONTAINER TRAD

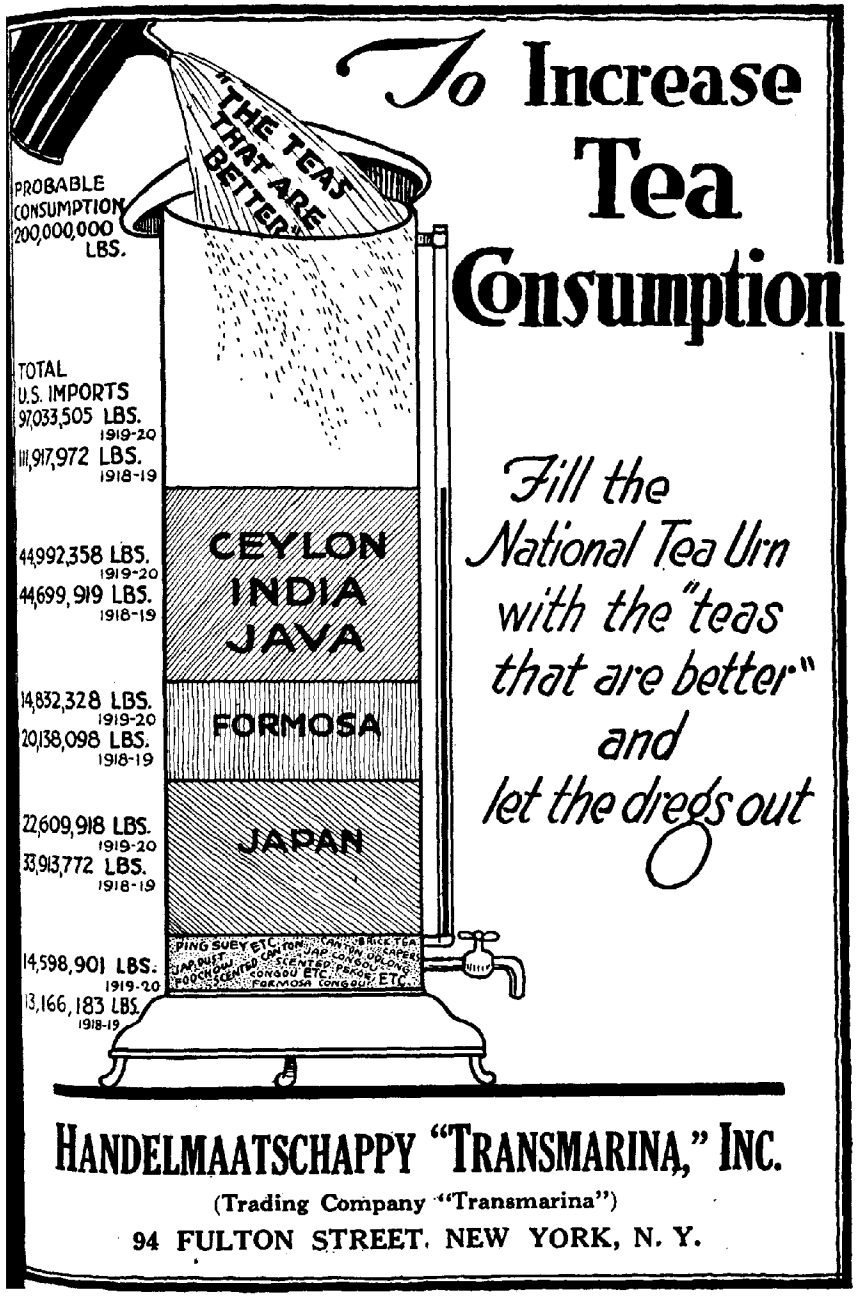
The Iowa Fibre Box Company, Keokuk, expects to have its new Langston corrugated f shipping case machines in operation some t in October. C. M. Rich is president of the c pany, D. A. Collier, vice president and J. H. C way, secretary and treasurer.

The newly organized Union Paper Prod Co., Inc., New Orleans, is erecting a large p

To Increase Tea and Coffee Sales

Special propositions for increasing sales of tea and coffee were offered at the Annual Convention of the National Retail Tea and Coffee Merchants' Association. If interested we would be pleased to send full particulars.

THE SEBRING POTTERY CO., Sebring, Ohio


To Increase Tea Consumption
"THE TEAS THAT ARE BETTER"
PROBABLE CONSUMPTION 200,000,000 LBS.
TOTAL U.S. IMPORTS
97,033,505 LBS. 1919-20
111,917,972 LBS. 1918-19
44,992,358 LBS. 1919-20
44,699,919 LBS. 1918-19
CEYLON
INDIA
JAVA
14,832,328 LBS. 1919-20
20,138,098 LBS. 1918-19
FORMOSA
22,609,918 LBS. 1919-20
33,913,772 LBS. 1918-19
JAPAN
14,598,901 LBS. 1919-20
13,166,183 LBS. 1918-19
PING SUEY ETC.
BRICK TEA
CANTON
CANTON CONGOU OOLONG
JAPAN
FOOCHOW
SCENTED CONGOU ETC.
SCENTED PEKOE, ETC.
FORMOSA LONG OUT
Fill the National Tea Urn with the "teas that are better" and let the dregs out
HANDELMAATSCHAPPY "TRANSMARINA," INC.
(Trading Company "Transmarina")
94 FULTON STREET, NEW YORK, N. Y.

A GREEN COFFEE TRADE BASEBALL TEAM

J. Aron & Company's aggregation of ball tossers who just closed a successful season in New York.

for the manufacture of corrugated fibre boxes.

The Fenton Label Company, Philadelphia, has issued a new catalogue of its products, showing actual samples and reproductions of some of its large variety of printed labels.

The sixth annual convention of the Chemical Industries, held in Grand Central Palace, New York, the latter part of September, drew these container manufacturing firms as exhibitors:

The Container Club, Chicago, displayed several types of corrugated and solid fibre shipping containers manufactured by its members.

The Diamond State Fibre Company, Bridgeport, Pa., exhibited specimens of its fibre in the "raw," as it were, and a complete assortment of manufactured products.

The National Binding Machine Company, New York, demonstrated its top and bottom sealing machines.

The Arkell Safety Bag Co., New York, displayed a complete set of samples of the various types of "Arksafe" plain and waterproof elastic paper linings for containers.

The New York Container Company, New York, featured its steel end shipping drums, the bodies of which were made of laminated chip board paper.

The Seymour & Peck Company, Chicago, had a display showing all constructions of wooden shipping drums.

The Pneumatic Scale Corporation, Norfolk Downs, Mass., had a striking exhibit display of types of packages turned out by means of its packaging equipment, featuring a container which was sealed with a printed adhesive wrapper that entirely enclosed the container to make it air tight. The company also demonstrated the strength of its steel collapsible shipping cases.

PATENTS AND TRADE MARKS

¶ Subscribers and advertisers may consult this bureau without charge, except that postage for reply must accompany all inquiries; there are no fees for trade-mark searches.

Address all communications to Patent and Trade Mark Service, THE TEA AND COFFEE TRADE JOURNAL.

PATENT OFFICE RECORD

Patents Granted, Trade Mark Applications, Certificates Issued and Labels and Prints Registered During the Month

(STAFF CORRESPONDENT)

WASHINGTON, D. C., Oct. 1, 19

HERE follows a complete record of the activities of the United States Patent Office in so far as they apply to the tea, coffee, spice and general grocery trades.

Peanut-Roaster—Earl C. Booth, assignor to Holcomb & Hoke Mfg. Co., Indianapolis, Ind. (1,350,541.) A roasting machine having a cylindrical drum, means for heating the surface of said drum for roasting the contents thereof, a paddle wheel having a plurality of spokes thereon adapted to revolve within said drum, means for revolving said paddle wheel whereby the contents will be carried about the inner surface thereof and a plate secured at each end to end spokes of said paddle wheel passing over a diagonally mounted spoke near the center for causing said contents to be distributed toward the ends of said drum or gathered toward the center thereof, whereby a uniform roasting will be effected.

Coffee-Pot—William H. Bruning, Evansville, Ind. (1,351,410.) In a coffee pot, a drip device adapted to be superposed on a coffee pot, said device having spaced concentric walls forming an air space, the outer wall having an external shoulder, and the inner wall having a reduced lower portion provided with a removable filtering screen at its bottom and a coffee receptacle having a sieve bottom and arranged in the inner wall with its bottom above the filtering screen there-

Coffee-Urn—Edward Kronman, New York (1,352,069.) A unitary water boiler and coffee urn of the character designated, comprising a water boiler surmounted by a high temperature compartment heated by hot air boiler flue means, a coffee container positioned in said high temperature compartment, a hot water stand pipe connecting the lower portion of said boiler with the upper part of said coffee container, a valve interposed in said hot water stand pipe and a discharge pipe disposed within the boiler, removable piping connecting the lower portion of said coffee container with a spraying device in the up-

The demand for Quality Teas is increasing. They are our specialty. Send us your inquiry the next time you are buying . . . . .

The use of the best teas will increase the consumption of tea in America.

We import and sell teas of all kinds and grades. Our specialty is tea of the highest quality.

Our foreign branch is always in touch with local and seasonal conditions—we are in a position to import any kind or grade of tea your trade wants.

The A. Colburn Company

2228-42 North Tenth Street, Philadelphia

Est. 1857. Branch: Daitotei, Formosa

TELEPHONE—JOHN 4912-3-4.
CABLE ADDRESS—MACILLET.
CODES—BENTLEY'S, LIEBERS, ABC-5th. EDIT.

CAPITAL—$100,000.

MACY BROS. & GILLET, INC.

TEA BROKERS

98 WALL STREET

NEW YORK

OLIVER CARTER MACY, President
T. RIDGWAY MACY, Vice-President
LOUIS ALLSTON GILLET, Treasurer
HARRY E. HAYES, Secretary

Chicago Office	State-Lake Building	Clarence Green, Agent
Boston Office	155 Milk Street	J. Melville Lobb, Agent
Baltimore Office	Vickers Building	Thos. G. Sanders, Agent

WITH OFFICES IN FOUR OF THE LARGEST TEA DISTRIBUTING CENTERS OF THE COUNTRY AND WITH DAILY KNOWLEDGE OF THE BEST OFFERINGS ON THOSE MARKETS, AS WELL AS WITH WORLD MARKET CONDITIONS, WE ARE IN A UNIQUE AND UNEQUALLED POSIT ION TO AID YOU IN THE SELECTION OF TEAS TO MEET YOUR PARTICULAR REQUIREMENTS.

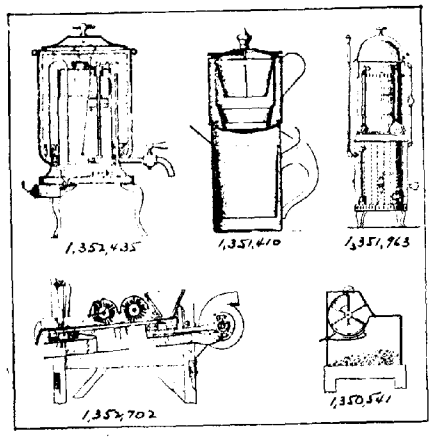
Write, Wire or Telephone one of our Offices when you are in the Market, or if you desire any information.

WE AIM TO GIVE BOTH BUYERS AND SELLERS A SERVICE NOT YET ATTAINED IN THIS COUNTRY AND BELIEVE WE HAVE THE FACILITIES FOR DOING IT.

part thereof, and a pump interposed in said repour piping for effecting a forced circulation of the liquid coffee.

Beverage Preparing Machine—Edward C. Dennert, Detroit, assignor to Westinghouse Electric and Manufacturing Co. (1,352,435.) A beverage preparing machine comprising a base, an outer receptacle on said base, an inner receptacle in said outer receptacle having an outlet thereto, a siphonic tube between said receptacles adapted to transfer liquid back and forth between said receptacles, and a heating means in said base for the inner receptacle.

Peanut-Blanching Machine—Fred Townsend, Chicago, assignor of one half to James R. Randall, Chicago. (1,352,702.) In a machine for freeing nuts of their membranes, the combination of membrane loosening means, mechanism for reciprocating slantingly said means, rotary means for advancing the nuts over said membrane loosening means and in engagement therewith, and means for withdrawing the loosened membranes from the nuts.



PATENTS GRANTED

TRADE MARKS PENDING

The following marks have been favorably acted upon. Any person who believes he would be damaged by the registration of a mark may within thirty days enter opposition to prevent the proposed registration. All inquiries should be addressed to THE TEA AND COFFEE TRADE JOURNAL, 79 Wall street, New York, N. Y.

WEEK ENDING AUGUST 24, 1920.

"Canary" with figure of. (132,161.) John Blaul's Sons Co., Burlington, Iowa. Coffee, tea, spices, peanut-butter, flavoring extracts.

"Pendennis." (130,666.) A. Englehard Sons Company, Louisville. Coffees, teas, spices extract for food flavoring, rice, macaroni, noodles, and other named food products.

WEEK ENDING AUGUST 31, 1920.

"La Touraine." (115,160.) W. S. Quinby C Boston. Spices, food-flavoring extracts, other named food products.

"Du Pont" with letters "D P" on sh (124,267.) The Ginter Co., Boston. Coffee, cocoa, spices, chocolate, food-flavoring extra peanut-butter, salad dressing, and other nam food products.

"Eagle Brand Gail Borden" with figure eagle with ribbon. (129,487.) The Borden New York. Food-beverage extracts—nam coffee, with or without added ingredients, nam milk and sugar; certain other named prod

Figure of eagle. (129,486.) The Borden New York. Food-beverage extracts,—nam coffee, with or without added ingredients, nam milk and sugar; certain other named prod

"Franklin Coffee" in panel design. (129, Joseph Turek, Saginaw, Mich. Coffee.

"Hillcrest" with circle containing word Japanese. (131,463.) Carter, Macy & Co., York. Teas.

"Three Nickel." (132,811.) Francis Roge Sons, New York. Coffee.

WEEK ENDING SEPTEMBER 7, 1920.

"Siropia Brand." (128,273.) A. O. Pro Co., New York. Maltose, glucose, and kinds of syrup for food-flavoring purposes.

"Doughboy." (128,725.) Commercial porting Co., Seattle. Baking-powder.

"Fort Yellowstone." (131,486.) Keil Co., ings, Mont. Coffee, tea, canned corn, and can tomatoes.

WEEK ENDING SEPTEMBER 14, 1920.

"Royal Palms." (134,827.) T. A. Lamb C Memphis. Coffee.

"Vanisco." (134,863.) The Tisco Co., C cago. Concentrated vanilla flavoring for food

"Chalet." (134,880.) Chalet Chocolet Co New York. Cocoa, chocolate, and candy.

"Argonne." (135,039.) Early-Stratton C Memphis. Coffee.

WEEK ENDING SEPTEMBER 21, 1920.

"Euclid." (98,642.) Weideman Co., Cleve Coffee, cocoa, spices, food-flavoring extracts, nut-butter, salad oil, and other named food pr ucts.

"Home Drip." (123,870.) William H. Br ing, Evansville, Ind. Ground coffee and co in the bean.

"Ko-mi" with figures of two boys in ci (130,069.) Hudson Coffee Mills, New York.

"Jubilee." (134,634.) Jabez Burns & S New York. Roasters and parts and supplies same for roasting food products such as co cocoa, peanuts, cereals, etc.

TRADE MARKS REGISTERED

This is a record of trade marks which h been registered and for which certificates h been issued:

"Pedigreed." (134,223.) George C. Bre

J. C. Whitney Company

Exporters TEA Importers

CHICAGO and NEW YORK

437 West Ontario Street

Canadian Headquarters
TORONTO
49 Wellington St., East

82 WALL STREET

SALES OFFICES
156 STATE STREET, BOSTON
7 S. FRONT STREET, PHILADELPHIA
314 EQUITABLE BLDG., ST. LOUIS
342 SANSOME ST., SAN FRANCISCO
CANADA
Sales Office, 6 St. Sacramento St., Montreal

BUYING AND SHIPPING OFFICES
SHIDZUOKA, JAPAN
SHANGHAI, HANKOW, FOOCHOW, CHINA
DAITOTEI, FORMOSA
COLOMBO, CEYLON
CALCUTTA, INDIA
BATAVIA, JAVA
LONDON, ENGLAND

PACKERS AND BLENDERS OF TEAS OF EVERY KIND
IN EVERY VARIETY OF CONTAINER
FOR PARTICULAR BUYERS

IN CONSTANT AND CLOSE TOUCH WITH ALL BUYING AND SELLING MARKETS

Always On the Market *Never Over the Market*
Often Under the Market

We have the largest stock of the finest roasting and drinking coffees of all description.
We offer teas of every variety. All fine cup quality.

JONES BROTHERS TEA COMPANY, Inc.

107 Front Street, New York

GUSTAVE E. KRUSE,
Manager Coffee Department

JOHN J. McNAMARA
Manager Tea Department

FIDELITY CAN CO.

BALTIMORE, MD.

Manufacturers of

TIN CANS AND TIN CONTAINERS

Manufacturers of BOX SHOOKS and BOXES for ALL CONTAINERS

Elmira, N. Y. Coffee, tea, cocoa, and peanut-butter.

"Nassac." (134,226.) Chase & Sanborn, Boston. Tea.

"King George." (134,248.) Harry A. Jones, Baltimore. Tea.

"Bittra." (134,285.) Suchard, S. A., Serrieres, Switzerland. Chocolate.

"Twin" with picture of. (134,287.) D. W. Thacker, Springfield, Ohio. Coffee.

"Santosweet." (134,301.) Woolson Spice Co., Toledo. Coffee.

Registered August 24, 1920.

"Breeze." (134,333.) Ades Product Corp., Philadelphia. Food-flavoring extracts.

"Royal Gem." (134,347.) Chase & Sanborn, Boston. Tea.

"Roma." (134,445.) John R. Thompson Co., Chicago. Coffee.

"Lamborn & Co." with figure of lambs in circle. (134,406.) Lamborn & Co., New York. Tea, sugar, and American wheat flour.

Registered August 31, 1920.

"Ceylandia." (134,958.) W. R. Grace & Co., New York and San Francisco. Tea.

Registered September 21, 1920.

Labels Registered

This is a record of labels which have been registered and for which certificates have been issued:

"The Caswell Blend." (21,991.) George W. Caswell Co., San Francisco. Coffee.

"Romar." (21,994.) Coffee Products Cleveland. Coffee.

"Life Belt." (22,010.) Kaffee Hag Corp. York. Coffee.

"Pagliacci Brand." (22,016.) Milwa Macaroni Co., Milwaukee. Macaroni.

Registered August 24, 1920

A NEW COFFEE JOBBING FIRM

The firm of Riordan, Billard, Lazo Comp Inc., was recently organized to carry on an porting, exporting and jobbing business in co tea and sugar, with offices at 136-140 Front st New York. George J. Riordan, president, been identified with the coffee trade for a thirty years, conducting a wholesale coffee b ness at Baltimore for a long period. George Lazo, vice-president, has been in the export

Trade Marks Pending

SPICE WHOLESALERS BANKRUPT

Lewis German & Co., Inc., wholesale deal in spices at 136 Water street, New York, filed schedules in bankruptcy, showing liabili of $139,826 and assets of $96,809.

ness in Brazil for about ten years. A. M. Billa treasurer, was for a number of years Europe purchasing agent for a large American exp house. The firm has secured the services of Sewell Smith, who has been identified with trade in this country for a number of years.

FRANCIS PEEK & CO., Ltd.

Head Office: 20 Eastcheap, London, E. C.

SINGAPORE	JAVA	SUMATRA
Laidlaw Buildings	Batavia, Soerabaja, Bandoeng and Semarang	Medan and Padang

EXPORTERS *of* JAVA TEA

and other Dutch East Indian Produce

TIN RUBBER SUGAR

COFFEE RICE TAPIOCA PEPPER CITRONELLA OIL, ETC.

WRITE TO OUR BATAVIA HOUSE AND ASK TO BE PLACED ON MAIL LIST TO RECEIVE OUR JAVA MONTHLY PRODUCE REPORT

Java Teas of Direct Import

Java Plantation Rubber

ROWLEY DAVIES & CO., Limited

Exporters and Importers

BATAVIA

JAVA

HEAD OFFICE: FENCHURCH HOUSE, 5 FENCHURCH ST.

LONDON, E. C.

Will Gladly Reply to Enquiries and Supply All Information

MARKETS OF THE WORLD

Latest News Letters from Staff and Special Correspondents in Foreign and Domestic Trade Centers

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal

NEW YORK, Oct.. 4, 1920.

FINANCIAL difficulties, which had been feared for some time by conservative members of the trade as a result of the recent drastic drop in prices, came to a head during September, causing striking unsettlement and uncertainty in the green coffee market and making it virtually impossible at times to do business. For a short time at the outset the better undertone, accompanied with a fractional rally in prices, was still in evidence. Demand was moderately active in some quarters and there was less pressure to sell.

About the middle of the month it became known that the big house of M. Levy & Sons, with offices in New York, New Orleans, and San Francisco, was unable to meet its financial obligations. Creditors' meetings were held and receivers appointed. According to trade gossip, this firm had been unable to secure further financial accommodation on something like 150,000 bags of coffee. It was estimated that their liabilities amounted to about $1,500,000. With such a large quantity of coffee hanging over the market, to be liquidated for the account of the banking institutions interested, it was only natural that conditions generally should be greatly unsettled. Under the circumstances, buyers were timid, of course, and their timidity was increased by indications that shippers in Brazil, and especially in Santos, were becoming more anxious to make sales. Late in the month Santos 3s and 4s were sold as low as 10.80¢ c. and f., American credit, whereas 4s had been quoted at 12¾ to 13¢ early in the month, a drop of over 2¢; Rio 7s were offered as low as 7.35¢ and Victoria 7s and 8s at 6.90¢; or about 1 cent lower for the month. As a consequence, prices for Rios and Victorias in the local market dropped to 1 to 1¼c, while Santos grades lost 1¼ to 1¾¢.

According to experienced and conservative members of the trade, the dullness and easiness were traceable almost entirely to financial conditions. Even when they were disposed to buy jobbers, roasters, distributors, etc., found it almost impossible to do so owing to their inability to secure credits. The same was true also of importers who found it virtually impossible to secure letters of credit to finance cost-and-freight purchases. As a consequence the quantity afloat has shown no increase of importance and the visible supply has continued small, even though the warehouse deliveries have been light. The latter fact created the impression that the "invisible supply" was being materially reduced and the opinion that stocks in many cases were almost exhausted was confirmed to some extent by the fact that buyers generally were after small lots, frequently for shipment by express. In many cases buyers who usually take a car-load at a time were taking only 10 to 50 bags.

Well-informed traders assert that the statistical position is just as strong as ever; that the break in coffee prices is traceable to the wave of deflation that caused substantial price reductions in practically all other commodities. They argue that present prices average above the cost of production and transportation expenses; that there are no excessive stocks anywhere in the wrld; that the world's production for 1920-1921 will be less than consumption; and that the visible supply is the smallest in twenty years.

MILD COFFEES DULL AND LOWER.

Matters have continued decidedly unsatisfactory in the market for mild coffees, largely because of financial conditions, and prices average about 3¢ lower for the month. Deliveries were somewhat larger, while arrivals were smaller. Hence stocks show some reduction, but nevertheless, they are much larger than at this time last year. In view of the virtual impossibility of securing credits for the coffee already here and the liberal arrivals expected in the future importers are naturally pessimistic, while buyers are extremely timid and will take only small lots needed for immediate requirements when they can be secured at substantial reductions on cost. Even then they are demanding datings and all other concessions as to payment.

SMALL LOT ORDERS FOR TEA

During the first half of the month the tea market continued strikingly inactive, but subsequently a marked increase was noted in the number of orders, which came from all quarters. Still, it was admitted, that all of these were for small lots which were urgently needed to

Sales Office

PAN AMERICAN COFFEE COMPANY

417 West Ohio Street

Chicago, Illinois

Cultured Coffee

Cultured Coffee is coffee that has been inoculated with selected micro-organisms by a patented process, thereby enhancing the cup qualities and increasing the extractive values.

Cultured Coffee deserves the careful consideration of every thinking coffee man. It has already demonstrated its practicability beyond all question. Some of the largest coffee roasters in the United States are now using it.

Cultured Coffee should be of interest to every coffee distributer not only because it produces a coffee of superior flavor and body, but also because it assures uniformity.

A complete culturing plant has been installed at Chicago, operating under license from the Floyd W. Robison Company, owners of what is known as the Robison Coffee Cultural Process.

Cultured Coffee of our manufacture is marketed under the trade mark name " Robico."

PAN AMERICAN COFFEE COMPANY

fill immediate requirements, as demonstrated by the fact that express shipment was specified in many cases. As far as anticipating future requirements was concerned matters remained at a standstill. It has been impossible to interest buyers in the high-priced new Japan teas and in the more costly grades of Formosas. The lower-priced Formosas and other cheaper grades have been most wanted. As far as Ceylons are concerned, it is said that buyers have been seeking better qualities than are available. The choice varieties were not yet arriving in any volume. The opinion was expressed that when these better descriptions did become more plentiful they would move with a fair degree of freedom and at relatively firm prices. At present the price situation is decidedly unsettled and irregular. To a large extent values have depended upon the individual financial condition of buyers and sellers. Hence there has been great lack of concord and it has been impossible on many occasions to give definite quotations.—C. K. T.

CHICAGO NEWS LETTER

Activities of the Trade in the Windy City and Vicinity as Seen by Our Correspondent

CHICAGO, Oct. 4, 1920.

BY most accounts, the Chicago coffee trade is passing through a period of quiet and inactivity, accentuated by the expectation of still lower prices, and also by the financial situation, which is especially tending to cause brokers and others who have had large quantities in storage to unload in order to save themselves further loss from a situation brought on by banks refusing to loan more money to cover deals made in the past and on which accounts are now due. Reductions have been made by brokers and wholesalers amounting, according to a local well-known broker, to as much as 70 per cent off the prices prevailing a month or six weeks ago. Naturally the retail trade has benefited by this reduction and consequently retail prices are much lower, though the average price cut to the consumer is now not much greater than 10 per cent. However, almost daily reductions are being made of about a cent in the pound by chain stores.

Coffee merchants here note a tendency to withhold buying and to get along with present stocks until necessity arises for restocking. No improvement can be expected, say well-informed coffee men here, until the first of the year, or at best not sooner than a material change is shown in the general business status.

THE TEA MARKET

Tea men say there is practically nothing doing in their line, for most of the first crop has been sold and is now being received or is on the way here and consequently buyers are not in the market. Those who have occasion to purchase are attempting to hold down their orders to a minimum until necessity arises, expecting lower prices. Second and third crop tea is reported to be materially less in quantity than in average or normal years, and this very fact, say tea handlers here, points to higher prices later when demand begins, a condition expected to arise about the first of the year. The only real activity manifested is in the spot market. Prices are comparatively firm, with an advancing tendency.

Reports of the wholesale grocery trade tell of lower prices in general affecting practically every line of goods handled, with buyers placing only hand-to-mouth orders and waiting for further declines. As a result the September volume of business is considerably less than that of the corresponding month of last year. The spice market holds steady, with grinders taking small units of all offerings, with a sufficient volume of business to hold quotations at previous levels.

J. C. Siegfried, of the Siegfried-Schmidt Co, tea importer, spent a week or ten days in Minnesota during the latter part of September.

L. D. McDowell, of Ruffner, McDowell & Burch, coffee importers and brokers, took advantage of the lull in trade to spend the latter part of September fishing at Minocqua, Wis.

F. V. Allain, Chicago manager of the Chas. Dittmann Co., wholesale coffee importer, has found, with others, business so quiet, and yet so disturbed by the recent price reductions, that he has not deemed it worth while to make his customary out-of-town trips. He expects that the situation will right itself in the near future.

B. L. Short, local representative of the Murai Trading Co., tea importer, reports the Japan tea business very quiet, so much so that he has foregone his customary trips to the consuming trade.

Henry Smith, special representative of the Woolson Spice Co., spent a short time here early in October conferring with friends and business acquaintances on his return from an extensive trip through Japan. He returned feeling very optimistic over conditions and believes a better buying movement is under way.

Clarence Green, who last month opened offices here to represent Macy Bros. & Gillet, Inc., tea brokers, spent some time in Michigan during September, returning with the conviction that no improvement in business can be expected until the new year.—W. H. A.

Not Only Fancy Packages—

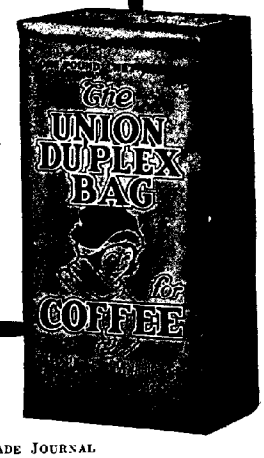
—but Paper Bags of every grade. "Makers of all Manner of Paper Bags." We mean it literally.

This fact interests the Coffee Merchant, because there are times when he needs something less costly or more sturdy than *The* UNION DUPLEX BAG.

A parcel post unit of five pounds of bean coffee —a two-pound or four-pound package of either ground or bean for a country route, where a fancy package doesn't seem justified— a small, inexpensive container for samples— we could surely work out something special for you, in reasonable quantities, for these and many other purposes.

You see, the Union Organization is the largest of its kind in the world. Our own Pulp Mills, Paper Mills, Bag Factories and Printing Plants comprise facilities and materials that offer a wider range of choice than is possible in smaller organizations.

"Makers of all Manner of Paper Bags"— but naturally we are proudest of the appearance and effectiveness of *The* UNION *DUPLEX* BAG.



UNION BAG & PAPER CORPORATION

Makers of All Manner of Paper Bags

PRINCIPAL OFFICES ▪ WOOLWORTH BUILDING ▪ NEW YORK CITY

NEW ORLEANS LETTER

News of the Trade in the "Logical Port" as Gathered by Our Correspondent

NEW ORLEANS, Sept. 30.

THE coffee market at New Orleans has been exceedingly dull, although constant falling away in prices of green coffee has kept the trade on needles and pins and caused a great deal of worry among dealers who have investments in stocks bought at high prices.

No serious financial trouble has resulted, however, outside the Levy failure, and that has been discounted here, partly because the trade feels that the banks which hold the paper will stand together and hold the coffee for better prices. As the market now stands it is hardly likely the price can go much lower and many coffee men believe that there will be improvement soon. Better buying from the interior has been looked for, but has not materialized to any great extent, although just at the latter part of September it was reported that a rather brisk inquiry was setting in from interior points, which it was hoped would result in better business during October.

Prices of green coffee here are now regarded as below immediate pre-war figures, considering the present value of money. One of the causes of light buying, it is believed, is that dealers who might stock up at the low prices prevailing, do not find it easy to secure the funds and rather than strain their available funds, are waiting.

Several ships arrived towards the end of the month and stock increased to 418,367 bags September 28, the *Euclid* arriving that day with 54,000 bags. Deliveries have been fairly good all month, showing that dullness is relative, as there always is some business being done. Rio 7s are 7⅞c a pound, and Santos 4s 13¾c. Mild coffees are very dull and easy, with little demand, and only a moderate stock makes the situation at all encouraging. There was only about 70,000 bags of mild coffee here at the end of the month.

Trading in roasted coffee has been fairly good and roasters and dealers have had the advantage of being able to hold their higher priced coffees on the market until they eventually will work them off without any more loss than can be expected. So far the public has been patient under the statement that lower priced green coffee has not yet reached the consumer in quantity. Of course this will have to come about before long, and the public is looking for much cheaper prices and will be disappointed if present prices for roasted continue too long.

TEA TRADE UNCHANGED

The tea trade has been very little changed during the month, possibly having improved to some extent. Some dealers report a very good business, with, however, no escape from lowering prices, which seem to adjust more rapidly than coffee prices.

Regarding the statement that coffee consumption has decreased since prohibition went into effect, the general feeling here seems to be that there has been a large increase in coffee drinking and that this would be still further increased by a more stylish and attractive serving. Coffee that is just coffee, pushed across the counter or unattractively served at tables, does not create sentiment and most restaurants seem to have the idea that it makes no difference how the customer likes his coffee, but he must take it, milk, sugar and all just as the restaurant offers it. Seeking to please the fancy of the drinker, as the old barkeeper sought to delight the drinker with the manner of serving drinks, is something that should be thought of in the coffee trade at retail —E. K. P.

THE SAN FRANCISCO MARKETS

Tea and Coffee News of the Pacific Coast Centers Gathered by Our Own Correspondent

SAN FRANCISCO, Oct. 1, 1920.

BOTH the tea and coffee trades throughout this section of the country are experiencing a rather dull period. San Francisco coffee brokers are a unit in declaring that the present season finds their business almost at a standstill. "The market is dead," is the expression most frequently heard in brokerage offices.

Jobbers are not buying until their present stocks are disposed of, and the credit situation here is about the same as it is in the East. Local conditions may be a trifle better than those prevailing in the eastern part of the country, but on the whole are about the same, say the brokers. The tight money market which holds sway is most effectively putting a quietus on any contemplated activity in San Francisco.

Roasters say that their business is holding up fairly well and that there is not much if any depression in their end of the trade. Local and state wide coffee consumption is as large or larger than ever. Although the green coffee market is very quiet, to the point of inactivity, it is not expected here that a downward trend of prices will continue.

Weis all Fibre—
Parchment Lined Containers

LET US SHOW YOU HOW TO GET THE

Highest Quality "Can"

AT A PRICE THAT

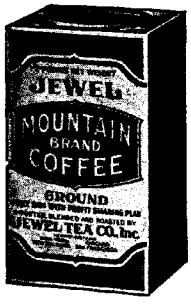
Won't Make You Squirm

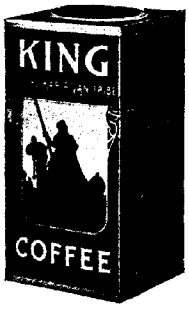
TESTS by particular packers show WEIS containers compare most favorably with any style can.

Send for our catalogue and sample. We will be pleased to give you information about a real high grade "can" sold at a low price.

For coffee, tea, spices, cocoa, etc. Also manufacture paraffined containers for liquid and semi liquids.

THE Weis FIBRE CONTAINER CORP.
101 FRONT STREET
MONROE, MICH., U. S. A.





The Tea Market

The worst part of the depression in the tea market which has prevailed for some time is thought to be ended. No sensational increase in activity is expected for some time though. In the Pacific coast tea market, there is a noticeable demand for better class teas. The higher priced stocks are finding a more ready outlet than other varieties. This tendency has been noticed by dealers for some time, but has become much stronger lately. One evidence of this is that while good Ceylon grades are scarce and hard to procure, low grades are in liberal supply and can hardly be sold at any price. There has been no news lately from Japan.

How the Golden Gate serves as the door to a vast coffee bin, admitting coffee imports last year valued at $16,000,000, with a gain in five years of about 568 per cent in coffee imports, or from about 200,000 bags a year to more than a million bags, is told in a recent issue of "San Francisco Business," the Chamber of Commerce publication.—G. P. M.

OUR LONDON LETTER

The Latest News from Mincing Lane and the Continental Trade Centers

Office of The Tea and Coffee Trade Journal,
34 Cranbourne Street, London, W. C. 2.
London, September 4, 1920.

THE rather decreased movement of tea so far in the new season from Northern India does not seem to have exerted much influence on the market, and although production may be materially affected eventually by the disappointing prices ruling for the common and lower medium descriptions the feeling in the trade became more distinctly depressed in the past couple of weeks. Common low grades proved virtually a drug on the market, and considerable quantities had to be withdrawn. New low record prices were accepted for such grades down to as low as 5 cents per pound for Indian. The range of prices for Pekoe Souchong is very wide, at about 18 cents down to 5 cents per pound. There has therefore been a substantial setback from the improved terms secured in July, while medium grades have also been affected to a notable extent. On the other hand, fine to choice descriptions have continued pretty active, with but little alteration in values.

The quality of the tea available this season is on the whole unusually deficient, partly on account of bad storage. There is no doubt whatever that the inflated prices that ruled last season tempted coarse plucking, which together with other drawbacks, including indifferent manufacture, has resulted in the present disappointing character of the offerings at auction. The outlook for importers is unsatisfactory, and the rather heavy extent to which the catalogs have again been added to has made trade buyers more circumspect. Last week's sales as advertised embraced some 66,800 packages, about equally divided between Indians and Ceylons.

As to the outlook, the trade continues to be perturbed, as it holds out no prospect of relief from the congestion which has arisen in the London warehouses and stores as a result of recent developments. The new crop is now coming forward, but existing accommodation is so fully occupied in providing storage for the large proportion of the old crop still unsold that great difficulty in bringing the new crop to the market is foreshadowed. The solution suggested is that the system of export licenses should be done away with, and that the export trade be allowed to revert to its erstwhile freedom. It is claimed that the greater part of the tea which is now choking the London warehouses is of a poor grade—so poor, in fact, that it is doubtful whether a good portion would in any case be saleable to home consumers, whose taste nowadays is all in the direction of better grades; but merchants believe that were exports to be relieved of all present hindrances a ready market could be found at the present moment for the bulk of this poor stuff in certain of the Continental countries which have been unable to obtain tea in any considerable quantities during the war. It is urged that by thus encouraging the export trade the exchanges will benefit, and at the same time the British exchequer will be the gainer by means of the advantages thus derived by the tea-growing companies. At the same time, protection to the home countries is assured by the enormous stocks of tea now in sight.

London Coffee Trade Quiet

The market is very well supplied with coffee, but the demand is quiet and confined to those qualities suitable for home trade. The inquiry for export is very small indeed. Recent sales have achieved steady rates. Some judges think that if quite the best Colombian could be obtained at $30 per cwt. it is the most desirable purchase; others maintain that the finest Indian coffee now at $31 is a bargain. More popular purchases are ordinary Guatemala and secondary Costa Rica.—Thomas Reece.

CANISTERS

made by

THE CANISTER COMPANY OF NEW JERSEY

Sales Office:
19 Battery Place, New York City

Factory:
Phillipsburg, New Jersey

For all tin cans write our
REPUBLIC CAN & METAL BRANCH, 260 Gold St., Brooklyn, N. Y.

SALIENT TRADE NOTES

Closset & Devers, coffee roasters, Portland, Ore., are planning to move into their new plant at Fifteenth and Pettygrove streets, the latter part of October. The new buildings, consisting of a main structure and an ell, are six stories high and contain about 63,000 square feet of floor space.

The New York Weighing Company was recently granted a coffee weighing license by the New York Coffee and Sugar Exchange. This company recently established an office in Philadelphia, and plans to extend its activities to other cities, carrying on a general weighing, trucking and sampling business.

W. J. Powers, of the J. C. Whitney Company's New York office, left October 4 on a three weeks' business trip to Canada.

The recently established office of Ruffner, McDowell & Burch, at 120 Front street, New York, is now open for business in charge of F. W. Kunz. This progressive coffee brokerage house maintains a chain of offices in Chicago, New Orleans, San Francisco and New York. The Chicago office has entered the sugar brokerage business on an extensive scale, in addition to coffee.

The big Hoboken plant of the Jewel Tea Company, which was taken over by the U. S. Government during the recent war, has now been refitted and put in full operation again. Some of the coffee machinery used by them prior to the time the government requisitioned their buildings has been re-installed in connection with many new machines and this plant is again one of the finest to be found anywhere. An important feature of the new equipment are the 12 500-lb Jubilee roasters of the latest model, set up in four batteries of three machines each, complete with labor-saving connections. The new installation was completely engineered by Jabez Burns & Sons, who also furnished the earlier plant.

Irwin-Harrisons & Crosfield, New York tea importers, have gotten out a four-page leaflet in colors which shows an analysis of tea imports into the United States for the fiscal years of 1919 and 1920, illustrating the figures with graphs to show the declines and advances made by different teas. Another chart shows the hour of the day in the world's tea centers when it is noon in New York.

The Dwinell-Wright Company, Boston coffee roasting firm, has installed six No. 3 Monitor gas fuel coffee roasters.

The Monarch Coffee Company is the name adopted by the former Kuettner & Wasicek Co., Milwaukee. The firm has moved to 559-61 National avenue.

Lang & Co., wholesale grocers and coffee roasters, of Portland, Ore., have recently added to their plant a Burns mixer for blending ground coffee.

The Crescent Manufacturing Co., Seattle, Wash., has leased a three-story building adjoining its present plant. Enlargements will be made in the coffee, flavoring extract, spice and baking powder departments.

The H. P. Coffee Company of St. Louis, has added four Monitor gas-fuel roasters to its equipment.

Arthur Layshon, partner in the Keystone Tea Co., Ltd., Scranton, Pa., has filed with a local court a request for dissolution of the business and an award of $2,384.80 as his share in the company.

The Paris Coffee Ranch has recently been started at Kokomo, Ind., by Clyde P. Paris. Coffee roasting operations will be carried on by the use of a half-bag Burns machine.

The Altoona Merchandise Company, wholesale grocery house, Altoona, Pa., has taken over the old firm of Fay, Hutchinson & Co., of the same city.

☛ Pioneer Builders of ☚

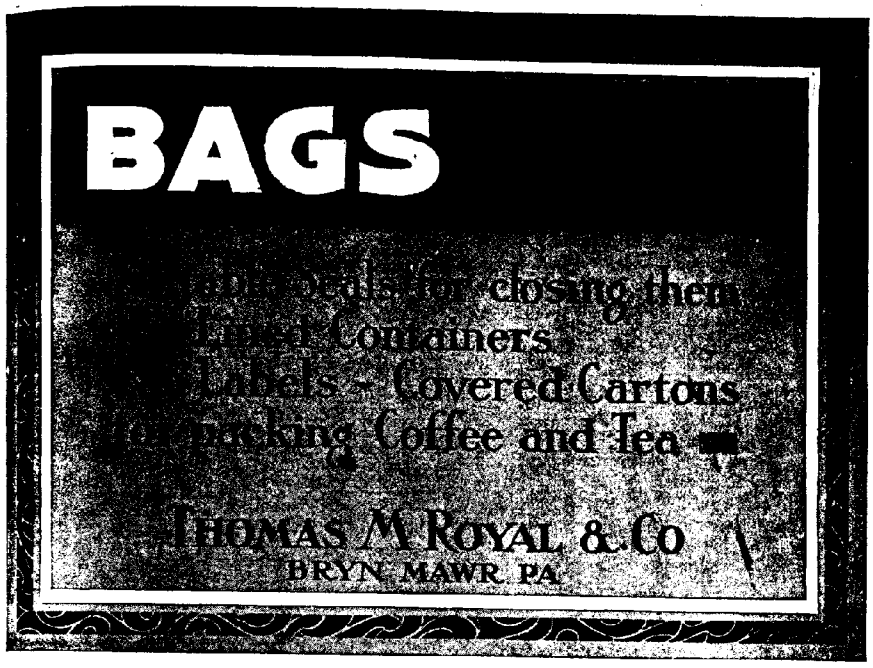
CANNING AND PACKAGING MACHINERY

For weighing, filling and capping square or round containers or cartons

Guaranteed speed of 100 per minute. Any package—any product. Thirty-four years practical experience.

C. T. Small Manufacturing Co.

6761 Vernon Avenue **St. Louis**



CANS

All Tin, Fibre

Fibre Body, Tin Top and Bottom

GILLE MFG. CO., KANSAS CITY MISSOURI

The Thomson & Taylor Co., Chicago, recently increased its coffee grinding capacity by the installation of two more No. 5 Burns granulators.

John S. Sills & Sons, New York, importers and wholesale grocers, located at the North River and Thirty-seventh street, have incorporated their business under the same name, with the addition of the word "incorporated."

Several green coffee firms at Santos, Brazil, recently increased their testing facilities by the addition of Burns sample roasters, among whom are the following: Companhia Commercial de Sa Paulo, Theodor Wille & Co., Neri & Co., Joan Carlos de Mello, and A. S. Correa.

Articles of incorporation have been filed at Red Oak, Iowa, by the Red Oak Grocery Company, with a capital stock of $60,000. This capital is tentative and may be raised to $100,000, it is said.

H. M. Wagner & Co., wholesale grocers of Baltimore, have enlarged their coffee department by the installation of a Challenge burr-stone pulverizer for producing coffee to suit customers desiring a "Greek trade" grind.

The Meadows Grocery Company at Waco, Tex., has increased its capital from $500,000 to $750,000, fully paid. Application has been made to the State to change the name of the concern to Meadows & Company, Inc.

The C. D. Kenny Company branch at Dayton, Ohio, recently installed up-to-date salesroom equipment, including a Burns sample roaster and grinder, Tuxedo table, kettle outfit, etc.

Sussman, Wormser & Co., wholesale grocers, San Francisco, have increased their capital stock to $1,000,000. They are one of the several local jobbers who will eventually be located in the new jobbers' Terminal building to be erected near Townsend street.

The Postum Cereal Company of Battle Creek, Michigan, is about to enlarge its roasting department by the installation of six additional No. 1 Burns machines.

The Cynthiana Wholesale Grocery Company, Winchester, Ky., has been organized with $100,000 capital.

Charles Francis Adams, Boston, treasurer of Harvard University, has become a director of the American Sugar Refining Company to fill the vacancy caused by the resignation of W. B. Thomas.

The Fitch Company, wholesale grocer and coffee roaster of Youngstown, Ohio, recently installed a Burns peanut blancher.

The rear end of the brick building occupied by the Independent Coffee Company, 233 Water street, Buffalo, N. Y., was completely demolished recently when the lake steamer, *Richland*, ran into the shore and "sidewiped" the building.

The New England salesmen and district managers of the Dayton Fixtures Company, Dayton, O., held a convention in the Quincy House, Boston, the latter part of September.

A. R. O'Neill, George W. Brown, Jr., R. J. Smith and A. MacIntyre, all formerly of A. R. O'Neill, Inc., sugar brokerage firm, have formed a partnership under the name of O'Neill-Brown, for the purpose of carrying on transactions in raw and refined sugars pending settlement of the legal proceedings involving the solvency of A. R. O'Neill, Inc. The new firm's address is 68 Williams street, New York.

The Monahan Brokerage Company is strengthening its organization by additions to its personnel. Harry E. Geissert, for the past five years traveling salesman for M. Levy's Sons, and before that connected with Hard & Rand for 16 years, has joined the New Orleans organization of the Monahan Brokerage Company. The St. Louis force has been augmented by the addition of Frank J. Ryan, who for fifteen years has been selling coffee in that city, having been connected with J. S. Dowlar & Co., F. W. Markham & Co., and others.

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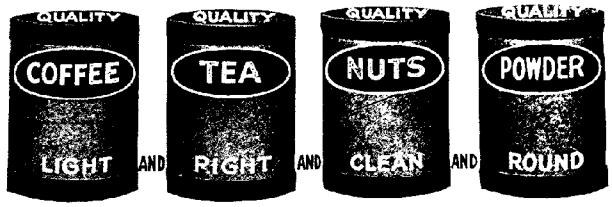

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THE FLAVORING EXTRACT TRADE

¶ A department devoted to the interests of manufacturers and dealers in Flavoring Extracts and Essential Oils.

EXTRACT TRADE PROBLEMS

The Second in a Series of Articles Dealing with the Manufacture of Alcoholic and Non-Alcoholic Flavoring Products

By Melvin DeGroote

Industrial Fellow, Mellon Institute of Industrial Research, University of Pittsburgh

NO. 2.—SOME POINTS IN EMULSION MANUFACTURE

THE manufacture of emulsion flavors offers the most interesting and at the same time the most perplexing problems with which an extract maker must cope. Emulsions are interesting to the lay mind because they appear to be paradoxical. Indeed, even the extract maker, with such a traditional respect for the solvent powers of ethyl alcohol, finds something attractive—or perhaps fascinating—about a mixture of two immiscible liquids of different specific gravities that apparently form a permanent mixture, due to emulsification. To one who has experimented patiently with various types of emulsions, the word "perplexing" may seem to be weak, and many of the problems involved are so treacherous in regard to a true solution that they might be better described as being elusive. A formula may appear to yield an emulsion that is almost perfect, and plainly indicate some minor change that should be made to rectify the fault. Often when this slight change is made, the emulsion is ruined completely. It seems easier to take almost any formula and make a thousand almost perfect emulsions, than it is to take a thousand formulas and produce one absolutely perfect emulsion. The one thing typical of emulsion flavors is the large number of *first-class second-rate* emulsions offered for sale.

The main difficulty is that the majority of experimenters prefer to follow certain empirical formulas rather than to investigate the underlying fundamental principles that determine emulsion formation. These principles are one of physical chemistry, and more particularly the field of physical chemistry which is known as colloid chemistry. It is true that the discussion in chemical text-books may be too technical for the average reader, or that the relationship between the principle involved and the actual manufacture of emulsions may not be readily apparent; but there are articles on the subject in every day non-technical language.*

Defining "Emulsion"

The meaning of the words "emulsion" and "emulsification" must be borne in mind, and must not be confused in the fascination that results from experimentation; otherwise ultimate success may be defeated because the object of the investigation is no longer obvious. An emulsion by definition consists of an apparently homogeneous mixture of two immiscible liquids,—the one suspended in fine droplets throughout the other. Successful emulsification includes the satisfactory subdivision of the dispersed liquid by the proper manipulation and subsequent stabilization of the emulsion. Stabilization almost invariably presupposes the presence of a colloid, as for instance, gum tragacanth, gum acacia, casein albumen, or a similar body.

In emulsion manufacture there is no universal formula, although it is difficult to eradicate this impression from the minds of some of the manufacturers in the industry. This is due partially to the fact that, in the past, formulas have sometimes been sold as being satisfactory for the manufacture of a product from any oil and in any proportion. As a result there has been a tendency to look for and expect a formula—perhaps involving the use of a new and hitherto unknown substance or else a machine possessing some remarkable power—which alone would prove to be an "*Open Sesame*" to successful emulsion manufacture.

The absurdity of such expectation is evident when the varieties of flavors in daily use are examined. An emulsion that is distributed through the routine trade channels for domestic consumption must be permanent for at least a

* See "Manufacture of Emulsion Flavors," *American Perfumer*, 15, 131.

Extract Department
Filling, Corking, Labeling Extract Bottles
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Our extracts are of highest quality and guaranteed to pass all Pure Food Laws.

Upon request we will submit you samples and prices of our products.

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C. W. Brand President

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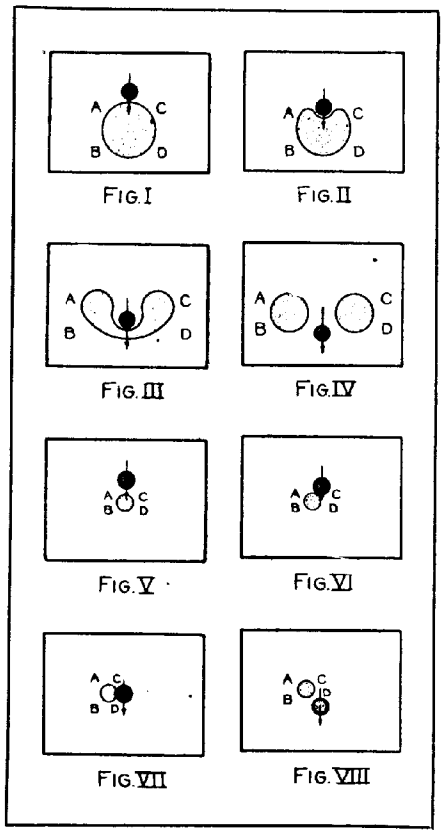
Specialists in Ground Spices—Extracts—Salad Dressing—Mustard

year in order to assure stability. On the other hand, a beverage maker may prepare an emulsion for immediate use, and permanency may be sacrificed in order to obtain other desirable properties. A flavor packed in collapsible tubes may be relatively viscous in comparison with those packed in bottles, because the pressure that is applied against the sides will force the emulsion



ILLUSTRATING HOW DROPLETS ARE CRUSHED

through the opening. The composition may vary throughout wide limits. For instance, one orange emulsion might be prepared so as to contain three-tenths of one per cent. of terpeneless oil of orange, whereas another one might contain fifty per cent. of oil of orange. The substances to be emulsified are different, and naturally demand different treatment. In the case of a citrus fruit, it may be volatile oil, whereas in the case of ginger it may be an oleoresin. Esters are employ in imitation fruit flavors.

Likewise the uses of emulsions in the vario industries show a wide divergence. Some ma be used in hard candy. Other emulsions are us largely in the baking trade. They must not d velop any peculiar taste in the baking proces Ice-cream makers require emulsions that are n affected by the low temperatures, and do n change the grain or smothness of the crea Emulsions employed in chewing-gum manufa ture must be effective in penetrating the ch mass. Emulsions used in carbonated beverage usually are subjected to the action of carbon acid gas plus the action of the acidulant.

THE IMPORTANCE OF AGITATION

There are equally as many erroneous opinion in existence in regard to the various emulsifier as there are in respect to formulas. The ide which seems to prevail rather widely is that th finer the droplet of suspended oil, the more per manent the emulsion will be. This may be gen erally true, but certainly does not hold witho exception. The point which each investigato must realize is that agitation alone reduces th droplets to a certain stage, beyond which the can be reduced further only by the assistance o pressure. The principle involved is the follow ing: As the oil droplet diminishes in size, th force necessary to continue to decrease it b comes enormously larger. Consider the forc required to drive a wire through an oil dro having a diameter of ten millimeters as compare with the force to drive the wire through a dro of oil having a diameter of one millimeter. Th force in the second case is not ten times as large but more nearly a thousand times as large.

The application of this principal has been illus trated diagrammatically in Figures I-VIII. Th first four figures show the action when an ag tator,—for instance, a wire,—approaches a rel atively large oil drop; one of such size that agita tion is still effective. When the wire begins t apply pressure against the bubble, one of tw things will happen. The wire will move the drop in front of it, until the wire starts to push th drop off at an angle and then glide by it; or else the wire will pass through the drop and thereby break it into two or more smaller drops Whether the first or second possibility takes place depends largely on whether the internal resist ance is greater or less than the external resist ance. In other words, is it easier for the wire to cut through the bubble in opposition to the in ternal force, or is it easier to push the bubble

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Look for the Tropikid on the label.

YOU probably couldn't sell enough Vanilla in a month to buy a new motor car out of the profits. But it is one of those things you've got to carry because women simply must use it in making their cakes, puddings, sauces, etc.

For over sixty years, Price's Vanilla has been the standard of quality, flavor, purity and just-right strength.

If you have never sold Price's—order a dozen bottles from your jobber or from us and test them out on your trade. Ask your best customers how they like it. You'll get the surprise of your life in enthusiastic recommendations.

Write us for particulars and send us the name of your jobber.

PRICE FLAVORING EXTRACT CO.
In Business 67 Years
Chicago, U. S. A.

along in resistance to the external force of the aqueous gum or other colloid, tending to hold the oil bubble in place? The first four figures show the case of a relatively large bubble. In this instance the wire passes through rather than moves the bubble in opposition to the force exerted at the surfaces ABCD.

The last four figures illustrate the case where the size of the bubble has decreased to such an extent that the internal force tending to oppose a further decrease in size—or, inversely, the force required to push a dividing wire through the bubble—is enormously increased. In this example, the wire comes in contact, but it is easier to push the droplet along, in resistance to the external forces ABCD—rather than cut through and divide it. As soon as the center of balance is slightly to one side or the other the bubble is pushed away.

This explains in part the efficiency of the mortar and pestle for emulsion manufacture. The rotary motion of the pestle acts as an agitator, and the pressure exerted by the pestle against the sides and bottom of the mortar aids in reducing droplets that would otherwise evade a mere agitating device. This also makes clear the efficiency of the emulsifiers used in dairy practice, which depend on forcing the emulsion into the decreasing annular space formed by a tapering spindle revolving in a ground agate die. The droplets are crushed by the pressure of the revolving spindle, in a manner similar to a solid substance passing through a grinding roll. Such an apparatus is only applicable for treating an emulsion after it has been prepared in an agitation emulsifier. It is obvious that it would not serve for the mixing of the dry gum and oil.

It is hoped that these brief considerations have shown the necessity of investigating emulsion manufacture before an attempt is made to perfect an emulsion to meet certain specific requirements. The manufacture of emulsions based on rule-of-thumb practice, or on traditional or empirical methods, would probably lead to failure and discouragement. It is true that the literature dealing with the mechanism of emulsion formation and stabilization is not complete, but for that matter no science is complete. Like other sciences the chemistry of emulsification has still much to discover; but it has already enough data to be of considerable assistance to the emulsion manufacturer.

George F. Vietor and H. Hirshman were recently admitted to partnership in Rockhill & Vietor, the New York essential oil firm.

A NEW SOURCE FOR VANILLIN

Chemists in Jamaica Discover That Pimento Leaves Yield Vanillin and Commercial Production Has Begun

(SPECIAL CORRESPONDENCE)

LONDON, Sept. 11, 1929.

AN important industrial development, under government initiative and control, is in sight in Jamaica. Throughout the island there are growing wild enormous numbers of pimento trees. The berries picked from the trees and dried are the all-spice of commerce. Pimento in this shape has long been among the staple exports of the island.

Recently the governor of Jamaica, Sir Leslie Probyn, received and approved of the suggestion that an oil might be extractable from the leaves. The Department of Agriculture was directed to have the matter tested. A large number of pimento leaves, dried very carefully, were forwarded to London to the Imperial Institute. There they were handled by Professor Dunstown. He reported that they contained 2.9 per cent. of essential oil, and that 98 per cent. of this was eugenol. That is itself worth to-day in London from 14s. to 20s. per pound. But of still more importance is the fact that eugenol can be converted into vanillin.

The half-way product between eugenol and vanillin is iso-eugenol. The industrial chemist connected with the Department of Agriculture in Jamaica has discovered that by fermentation of pimento leaves the oil in them is spontaneously changed to this half-way product, thus getting rid of the expense of a chemical process. The manufacture of vanillin is now being begun on a small scale, and the director of agriculture is convinced that Jamaica will step into the chief place in the world market as a supplier of vanillin.—C. S. M.

ESSENTIAL OIL FIGHT LOOMS

French government officials are about to take cognizance of a complaint that the prices of flowers at Grasse used by perfume manufacturers are illegitimately high, according to advice received from Dr. Eugene Charabot, of the house of Hugues Aine. The complaint has been instituted by two of the leading perfumers in Paris, Messrs. Coty and Houbigant, and is directed against several important companies in Grasse. The action is presumably to be brought under the French anti-speculation law on essential materials.

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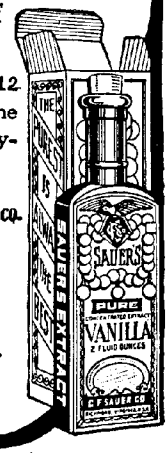

SEVENTEEN HIGHEST AWARDS FOR
Purity, Strength & Flavor
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ALCOHOL VERSUS GLYCERIN

Some Reasons Why High Grade Flavoring Extracts Require Moderate Quantities of Alcohol*

By Prof. L. B. Allyn
Westfield, Mass.

WITHOUT discussing the subject from a commercial angle, we should say that a flavoring extract must comply with what we conceive to be six essential requirements: It must have the compound quality of flavor and fragrance. It must possess sufficient body or strength and a permanence to withstand the heat of cooking without undue loss or without undergoing transformations foreign to its original character. It must truly represent the source it typifies. It must readily permeate or diffuse through the food. Good keeping qualities must be retained for any reasonable period. It must be clear, free from turbidity and attractive

The so-called solid extract or flavor has not met with great enthusiasm on the part of the consumer.

We have examined many samples of the so-called glycerin extracts and up to the present time have never seen a vanilla which compared even favorably with all the six essentials which we conceive to be the criteria of flavoring extracts. Freshly made glycerin-gum mixtures of the citrus oils are much better than vanillas, but in 16 out of 20 baking tests did not measure up to the standard of excellence of legal alcoholic extracts.

We have found the keeping qualities of glycerin vanillas very poor. No firm which is doing a legitimate business needs suffer from a case of "nerves" respecting the use of non-beverage alcohol in the preparation of his extracts, particularly those of vanilla, lemon and orange.

It appears to us that the presence of alcohol is entirely desirable and necessary for the keeping qualities of the tube extracts as well as for those of the bottle type, and the label should apprise the consumer of the fact.

It is unsafe to prophesy what science can or cannot accomplish. Up to the present day we have never seen a true extract of vanilla possessing all the delicious fragrance, flavor and bouquet of vanilla made without the use of alcohol in the finished product. Experimental research to better a preparation is both progressive and right, but should the extract manufacturers be denied the use of alcohol in making purely legitimate and necessary food products, to wit, flavoring extracts, the market will perforce be flooded with imitations and substitutions which lack the true flavor of that which they represent. With our present knowledge I do not believe it is possible to make pure, strictly high grade vanilla, lemon and orange extracts without the use of moderate quantities of alcohol.

* An address delivered before the eleventh annual convention of the Flavoring Extract Manufacturers Association.

EXTRACT TRADE NOTES

Exhibits at the recent Chemical Industries e position held in Grand Central Palace, N York, included displays by these companies.

Antione Chiris, New York, displaying all products made in its American plants, includi a complete line of essential oils, and a g variety of synthetic chemical bodies.

The Florasynth Laboratories, New York, sh ing a full line of aromatic chemicals especia adapted as raw materials for the manufacture perfumes and the fortification and production flavoring extracts, and the extracts themsel

The Sharples Specialty Company, New Yo displaying a large number of cleansing and se ating machines, some of which are used in clarifying and conversion of essential oils.

The Peerless Tube Company, maker of pl and decorated collapsible tin tubes, has been ecularizing the trade with a pamphlet which c attention to the fact that its manufacturing fa ties are to be doubled. The circular also stres the clean conditions under which Peer products are made.

The Wm. J. Stange Co., Chicago, doing busin in food colors and flavors, oils and chemic has moved to 2549-51 Madison street.

The Metal Package Mfg. Corp., of New Yo with headquarters at 346 Carroll street, Brookl has acquired the Boyle Can Co., maker of cans, and the John Boyle Co., packer of f products, both companies being located in Ba more. Machinery will be installed in the plant to make both plain and decorated cans every description.

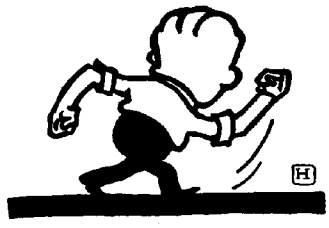
George Leuders, of George Leuders & Co., N York, essential oil house, returned recently fr a three months tour of France, Switzerland Germany.

Hetherman & Co., Inc., New York, brokers Far Eastern essential oils and other produce now located at 50 Broad street.

This year's convention of the National Ma facturers of Soda Water Flavors will be held Cincinnati, November 8-9, probably in the H Gibson, according to a recent association nouncement.

Ungerer & Company, importers and expor of essential oils and other flavoring ingredie recently bought the seven-story building at and 112 West 26th street, New York. The pr erty was taken subject to a mortgage of $101,(the purchaser paying all cash above the mo gage.

Director Foust of the Pennsylvania Bureau



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We are equipped to roast, blend and pack coffee under private label in any type of package.

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For over sixty years we have specialized in work of this character. Let us demonstrate our ability to take care of your requirements. Write for samples and prices.

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VANILLAS

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Oldest Vanilla Dealers in U. S. A.

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Headquarters for

Caramel Coloring

Suitable for Flavoring Extracts

THOMAS HENDERSON & CO.

Incorporated

Works at JERSEY CITY

14 Cliff Street NEW YORK

You'd Fire a Clerk

who was habitually careless and indifferent to customers. Merchandise that does not satisfy does much more harm to your business than the most careless clerk. It is carried home where it continues to dissatisfy.

Van Duzer's Certified Flavoring Extracts

have satisfied the most exacting since 1850. They are made of the very finest ingredients and are demanded by those who want the best. They will please your customers and impress them with the fact that you handle "quality" merchandise.

VAN DUZER'S STANDARD OF EXCELLENCE CERTIFIED FLAVORING EXTRACTS

Van Duzer Extract Company

New York, N. Y. Springfield, Mass.

Foods has begun his campaign against the use of saccharin in non-alcoholic drinks, ordering thirty-one prosecutions in August for such sales.

ESSENTIAL OILS FROM MALAGA

Their Sources, the Average Annual Production, and Some Side Lights on Why Prices Are High

IN a review of trade conditions in the Malaga consular district in Spain, which comprises the Provinces of Malaga, Granada, Jaen and Almeria, U. S. Consul Gaston Smith has this to say about essential oils:

"The greater part of the essential oils, such as rosemary, lavender, pennyroyal, thyme, spike, sweet-fennel, bitter-fennel, sage and marjoram, are extracted from the plants that grow wild in the extensive and uncultivated mountain regions of the provinces of southern Spain. Up to the present advantage has been taken of only a small portion of the sections where the plants grow, so there is an opportunity of increasing the production of essential oils in this district considerably.

"The total annual production of rosemary oil is estimated at about 150 tons; thyme, 100 tons; spike, 50 to 100 tons; other essences, 50 tons. The new essences, the amount of which is not important, extracted from cultivated plants are rue, juniper, neroli bigarde, marjoram, Spanish eucalyptus, geranium, and Spanish rose. The yield of the oil depends greatly on the soil and weather conditions.

"Until 1919 when the demand increased by leaps and bounds and prices advanced 100 per cent, farmers who produced these oils engaged in the industry intermittently and as a side line, and then only at the solicitation of those exporters who would contract to pay them a fixed price for their output, and, in some cases, furnish the still and equipment and make an advance payment. The heavy demand, which was about 50 times greater than the production, coming from many American importers, caused the small producers to withhold their oils in the hope of still greater increases in price; and there were instances where the oils were adulterated in order to increase the quantities sold.

N. C. R. ISSUES FINE SOUVENIR.

One of the finest pieces of printing coming to the office of this paper in many a day is the souvenir volume gotten out by the National Cash Register Company, Dayton, O., in commemoration of the last convention of the company's 100 Per Cent Club of salesmen, better known to employees as the C. P. C. Club. The date of the 1920 convention is approaching, and this souvenir is expected to stimulate interest in it.

The volume, containing 22 pages and bound in a high grade imitation green leather, with gold leaf embossed title on the cover, tells the story of the convention in text and pictures. Practically every page has a picture illustrating the high lights of the 1919 meeting.

OBITUARY

E. B. Harral

E. B. Harral, coffee broker in New Orleans and for a year manager in New Orleans for G. Amsinck & Co., shot and killed himself early in September, while suffering from a nervous breakdown due to hard work and strain in connection with his business. Mr. Harral had been in the green coffee business for several years, and was widely known throughout this country and Brazil. He is survived by his father and mother, sister, wife and children.

Michael P. Grace

Michael P. Grace, chairman of the board of directors of W. R. Grace & Co., died during the month while on a business trip in London. He was born in Queenstown, Ireland, in 1842.

Thomas Percy Bingham

Thomas Percy Bingham, for many years in the shipping business in London and Nicaragua, and for the last four years with G. Amsinck & Co., New York, died the latter part of September at his home in Richmond Hill, Long Island. He was born in England 55 years ago.

Marvin Ansel Dean

Marvin Ansel Dean, chairman of the executive board and treasurer of Sprague, Warner & Co., Chicago, died September 5 at his home in Evanston, Ill. Born November 13, 1852, he had been with Sprague, Warner & Co. for nearly forty years.

Frank H. Sheridan

Frank H. Sheridan, representative for Carter, Macy & Co. at Rochester, N. Y., died suddenly in his office on September 11.

Bernard Courlaender

Bernard Courlaender, president of the Trident Company and a well-known coffee mill manufacturer, died a few weeks ago at his home in Philadelphia.

REGARDLESS of how your product is put up—whether it be in tin, cardboard, glass or paper, *H & D Corrugated Fibre Board Boxes and Packing Materials* offer you a safer, easier and more economical way of packing for shipment.

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The finest, Purest Coffee substitute

We malt only the choicest carefully selected Barley. Shipments in 100 pound double bags. Special low prices to the trade.

Write for samples and quotations

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Spice Grinding Outfit

One Cox No. 1 Spice Grinding Outfit in good condition; extra ring for grinding all kinds of spices. Address Chas. H. Adams Co., Ltd., New Orleans.

THE COCOA AND CHOCOLATE TRADE

¶ A department devoted to the interests of importers, manufacturers and distributers of Cocoa and Chocolate.

A NEW COCOA MAKING PROCESS

British Inventor Obtains a Patent for Grinding, Grading the Ground Materials, and Special Methods of Treatment

A PATENT* has been granted to F. E. Whitham on a process for grinding cocoa, grading the ground materials, and special methods of treatment during the process.

The operations take place in an insulated and sealed chamber, heated to about 130° Fahr. by radiators. The cocoa at this temperature and under the influence of grinding becomes liquid and is treated by decantation processes. From the grinder the cocoa passes through a chamber to one side of a long inclined tube divided by a partition leaving a space at the bottom of the tube where unground material accumulates and whence it is removed by an elevator for regrinding. The ground material passes up the other side of the tube and enters a chamber through slots.

The chamber is divided into compartments and in them the heavier portions of the cocoa sink to the bottom and pass through pipes to mixers, made in compartments to correspond with the compartments of the chamber, and thence to cooled molds. The lighter portions of the cocoa, including the fat, pass from the chamber through slots preferably not opposite to the slots to separate compartments of a chamber, where sugar, flavoring materials, etc., may be added to them, and whence they pass to a partitioned mixer and thence to molds. Fat may be added or withdrawn as desired through a pipe entering the chamber on a level with the bottom of the slots. Means are described for supplying air pressure to assist the flow of the liquid.

The beans may be subjected to a preliminary treatment consisting of freezing, grinding, and extracting a portion of fat. A suitable ferment, such as malt, may be added to the cocoa to hydrolyze the starch, peptonize the albuminoids, and produce a lactic fermentation of the cellu The peptonizing action can be checked by action of the mixers, and the lactic fermenta by the addition of an alkali, preferably ammo by pipes. In a modified form of apparatus, es cially suitable for carrying out the last pro the chamber is divided into compartments wh are kept at different temperatures, and a cur of air can be introduced into the cocoa du treatment.—TRIGG.

* British, 141, 953, May 31, 1919.

BAHIA'S COCOA EXPORTS DECLI

A Survey of Shipments During the First Months of the Last Three Years Show a Big Drop in Business

(SPECIAL CORRESPONDENCE)

BAHIA, August 4, 192

THE cocoa exports from Bahia during first six months of 1920 amounted to 257 bags of 132 pounds each, as compared with 4 566 bags during the same period of the preced year and 276,577 during 1918.

The following table shows, in bags of pounds, the destinations of Bahia cocoa dur the first six months of the years 1918, 1919, 1920:

	Jan	June	
	1918	1919	19
Destination.	*Bags.*	*Bags.*	*B*
United States	246,727	180,087	11
France	.....	160,275	6
Argentina	16,150	1,200	1
Netherlands	.....	16,200	2
Belgium	.....	18,255	1
Sweden	.....	8,000	
Italy	1,600	1,500	
Germany	.....	.....	
Denmark	.....	26,150	
Uruguay	1,150	500	
Norway	4,650	7,608	
England	6,300	45,701	
Total	276,577	465,566	25

Owing to excessive rains and transporta difficulties, the 1920 crop, which is estimated 1,000,000 bags, has been delayed several mo in reaching the Bahia market. It is for reason that the shipments to the United St amounted to only 118,719 bags as compared 180,087 for 1919.

Hooton's Cocoa and Chocolate

Insures Quick Sales and Repeat Orders

AMERICAN and DUTCH PROCESS COCOA POWDER
Packed in
Barrels, Half-Barrels, Fifty and Twenty-five Pound Drums

"MOGUL" Brand SWEETENED COCOA
Packed in ½ lb. tins—100 lbs. to case.

"HARVEST" Brand SWEETENED COCOA
Packed in 1 lb. tins—100 lbs. to case.

"HARVEST" Brand SWEET CHOCOLATE and PREMIUM CHOCOLATE
Packed in ½ lb. Cakes—100 lbs. to case.

"HARVEST" Brand BREAKFAST COCOA
Packed in ½ lb. tins—100 lbs. to case.

Samples and quotations furnished upon request.

HOOTON COCOA COMPANY

NEWARK NEW JERSEY

Seggerman Bros., Inc.

Brokers in

COCOA BEANS

AND

CHOCOLATE PRODUCTS

A service, thorough in all departments, is offered to manufacturers who require attention to detail, and are particular as to their gradings of the various cocoas.

S. T. Smith, Mgr. **91 Hudson St.**
Cocoa Department **New York City**

The freight rate on cocoa from Bahia to New York dropped about 100 per cent during the past six months. At the beginning of the year, the freight to New York was $1.25 per bag. Owing to keen competition the rates have gradually dropped to 60 cents per bag, and there are rumors of a still further reduction. During the war the freight rate to New York reached $3.60 per bag.

In July, 1920, 31,971 bags were shipped to the United States at the average price of 14 cents per pound for superior, 13 cents for good-fair, and 12 cents for fair. These prices are about 6 cents per pound less than the opening price in January.—T. H. B.

SAN DOMINGO COCOA TRADE DULL

A Crop Far Below Last Year's Yield, Together with Lessened Demand and Falling Prices, Depresses Growers

(Special Correspondence)

Puerto Plata, Sept. 3, 1920.

BY now fairly accurate estimates can be made of the yield of cocoa in the Dominican Republic for the year ending August, 1920, and it is clearly evident that the yield is much less than for any recent year. Dealers in this bean in the cocoa centers of Santiago Province, Moca, La Vega, and San Francisco de Macoris are agreed that this year's crop is much less than the crop of last year, and some figure the shortage to be as great as 35 per cent. This is an extreme estimate; an average prophecy would place the crop at from 20 to 25 per cent smaller than the yield of about 47,000,000 pounds of last year.

The past year has been a very hard one in the local cocoa business, as prices a year ago were around $0.18 per pound, which was the peak of a series of heavy rises. Then there started a slight decline, which continued until the second quarter of this year, when the market became demoralized and prices fell much below the pre-war average.

The price for this bean has been as low as $0.06 per pound at the interior markets, causing growers to hold their beans in the hope of a better market. Many farmers had sold their crop in advance to local dealers at prices much higher than were obtainable when these crops were delivered, and merchants have suffered heavy losses from this business. In fact, important merchants of that section may face bankruptcy unless prices improve so that they can dispose of their stocks at losses less severe than at present.

Prospects for Next Year

Little progress has been made in increasing acreage in cocoa in recent years. In 1918 ma cocoa orchards were destroyed so that more bacco could be produced. Since then very f orchards have been planted, the present estim being about 110,000 acres of cocoa in producti and a few thousand acres of young plants. No of these orchards is cultivated or sprayed, wh accounts for the low yields of only 300 or pounds per acre, and, in part, for the low qua of the local bean. In addition, the bean is properly fermented and dried, though efforts being made by the Government to teach farm improved methods of production and marketi

At present prices cocoa farmers have little ducement to increase their crops, and orcha are liable to receive less attention than us However, as the tobacco market is also very pressed at present, it is not likely that farm will repeat their action of 1918 of destro bearing orchards of cocoa.—W. A. B.

London Cocoa Market Dull

Only a small business is passing in cocoa at recent decline. Very large stocks are being h in Europe, Asia and also in America and this a time when the harvest is approaching. At same time there is no sign of increasing c sumption. Two factors seem to have brou about the reduction of cocoa consumption—sho age of sugar and the rate of exchange. W African producers are very much alarmed.

NEW YORK SPICE MARKET STAGNAN

Business in spices has continued extrem slow, being confined wholly to small lots cover immediate wants. Nevertheless, prices not show any changes of importance as th is no pressure of stocks in first hands and opinion prevails that no quantities of any gr volume remain to be liquidated in other quart With many distributors loaded up with hi priced coffee and sugar it is not expected t they will be able to make noteworthy purcha of spices until present unsatisfactory conditi in the other markets are rectified.—C. K. T.

The Beehive Paper Box Company, Indiana lis, has changed its name to The Paper Pack Company.

The River Raisin Paper Company, Mon Mich., has issued a booklet entitled "The Fi Shipping Case," which gives the high lights the history, manufacturing processes and u of fibre shipping containers.

KNOWN HIGH QUALITY

The reputation of

Baker's Cocoa and Chocolate

REG. U. S. PAT. OFF.

preparations for flavor, purity and excellence is such that they are the favorites with consumers and are easily sold.

WALTER BAKER & CO., Ltd.

Established 1780 Dorchester, Mass.

An economic lesson developed by the War is cocoa packed in cartons; will keep equally as good as tin —and cheaper.

MANUFACTURED BY

W. H. BAKER, Inc.

RED HOOK *NEW YORK* WINCHESTER *VA.*

JOHN CLARKE & CO.

BROKERS IN

COCOA BEANS

135 FRONT STREET NEW YORK

Special sampling and shipping facilities, insuring good service in qualities and deliveries. Regular Weekly Market Reports mailed on application

"Arksafe" Elastic Paper Linings

For Bags and Barrels

Absolute protection to Coffee, Rice, Sugar and Spices

SAMPLES UPON REQUEST

Arkell Safety Bag Co.

CHICAGO
14 East Jackson Boulevard

NEW YORK
120 Broadway

COCOA TRADE NOTES

The Lorraine Chocolate Corporation is a new concern at 474 Bathurst street, Toronto, Canada. J. W. Palmer, well known through his former connection with the Hooton Chocolate Co., Toronto, is with them. Cocoa roasting operations will be carried on with two 500-lb Burns machines.

The Hershey Chocolate Co., of Philadelphia, which already owns and operates a 400,000 bag sugar central at San Juan Bautista, in Cuba, in order to ensure an ample supply of sugar for its requirements, is proposing to spend $3,000,000 in the purchase of the Cia Azucareia del Rosario, whose central in Cuba turns out about 75,000 bags of sugar every year.

Recent legislation in Germany has fixed the amount of cacao and sugar to be present in chocolate, which in its pure and simple state must contain either 40 and 50 per cent., 50 and 50 per cent., or 60 and 40 per cent. of cacao and sugar respectively. Chocolates filled with various substances must contain at least 40 per cent. of cacao.

The Montreal plant of J. S. Fry & Sons, the British cocoa and chocolate house, will soon be equipped with a No. 1 raw-cocoa cleaner, also three flexible-arm cooler boxes, etc., all of Burns production.

The Sweets Company of America has installed a 1-bag Burns roaster for shelled peanuts in the plant at 416 West 45th street, New York.

COCOA SHIPMENTS SEIZED

(Special Correspondence)

Washington, D. C., Sept. 15, 1920.—Among the notices of judgment under the Food and Drugs Act, made public by the Bureau of Chemistry, United States Department of Agriculture, in its Services and Regulatory Announcements dated August 31 and September 3 are four notices of judgment against the National Cocoa Mills, New York, involving 507 boxes and cases of cocoa. Three shipments were condemned as adulterated, as well as misbranded, and were destroyed, no claimant appearing. The fourth shipment was released to the claimant for relabeling, upon the payment of the costs of the proceedings and the execution of a bond in the sum of $1,455.14.—B. R. W.

AN ARGUMENT FOR FIBRE BOXES

Bureau of Forestry Tells Why This Type of Container Is a Factor in Modern Industrial Economies

THE fibre box is considered an important factor in forest conservation, since only about one-sixth of its raw material is new wood pulp. The rest is almost wholly waste, according to the Forestry Bureau of the Department of Agriculture, which says:

"At least half of fibre is old newspapers, screenings, wrapping paper, paper boxes and such material. But rope and bagging are no less products of the waste heap. The increased price paid for old papers since fibre-board boxes stimulated the demand has resulted in drawing supplies from small towns and rural communities where formerly no one went to the trouble of collecting such material. It has encouraged also the diligence of scavengers who search the alley ash cans, and public garbage dumps in cities."

Another point claimed for the fibre box is that it aids better utilization at this time. The average fibre box weighs from two to five pounds, a considerable reduction of shipping weight when compared with the same size wooden boxes. It is shipped flat when empty and in this form occupies about one-tenth of the space it will contain when set up.

This is a comparatively new industry, dating from about 1905. There are now 190 factories in this country making corrugated and solid fibre boxes with a total annual production valued over $75,000,000.

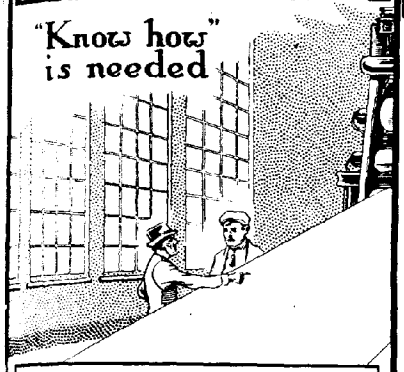
RUBBER REPLACES COCOA IN FIJI

A recent visitor to the Fiji Islands, writing in the "London Times," states that cocoa has recently been replaced by rubber on the plantations there.

ARCHIBALD & LEWIS CO.
Importers and Grinders
SPICES, SEEDS AND HERBS
Three Hundred percent increase in our business is proof of the striking superiority of our goods. Quality assures success. We have solved the quality problem for others. Let us co-operate with you.
18 DESBROSSES STREET Established 1890 NEW YORK

KVP

"Know how" is needed



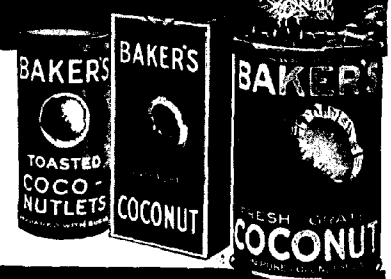
"Know How" is needed to make satisfactory waxed paper. In our own paper mill we make the basic stock for KVP waxed paper. There are many little ideas about good waxed paper which, when combined, make a big difference in quality. These can't be learned over night.

Why not buy waxed paper for sealing your containers from the people who have the "know how" and who manufacture their own product from pulp to car?

Samples sent on request

KALAMAZOO VEGETABLE PARCHMENT COMPANY
Kalamazoo, Michigan
"World's Model Paper Mill"
Manufacturers of waxed and vegetable Parchment Paper

BAKER'S COCONUT



THE FRANKLIN BAKER CO.
Importers—Manufacturers
Philadelphia. New York.

CANNED COCONUT
DESICCATED COCONUT
TOASTED COCONUTLETS
FRESH COCONUTS
REFINED COCONUT OILS
RAW COCONUT OILS

SEYMOUR & PECK WOODEN SHIPPING DRUMS

Are Standard Containers for

Coffee, Sugar, Spices

Cocoa, Flour, Candy, Etc.

Manufactured by
SEYMOUR & PECK COMPANY, *Trustees*
New York: 5001 Woolworth Bldg. Chicago: 917 W. 20th Pl.
45 years of continuous service to the coffee trade

General Can Company

Sixteenth & Canal Sts.

Chicago, Ill.

Tin and Fibre Cans

Coffee Cans a Specialty

FOR BETTER DELIVERY METHODS

¶ A department for discussion of delivery problems, designed to be of real help to present and prospective users of motor trucks

GIRL RUNS A GROCERY TRUCK

Operating a Retail Store on Wheels in New Orleans, She Can Undersell the Corner-Store Distributer

MISS ALBERTA MASON, aided by a large motor truck, has inaugurated the peripatetic grocery store in the South and incidentally struck a well-aimed blow at the H. C. L. The truck has now been in operation for several months, with resultant reduction in prices of about 20 per cent on staple groceries and from 25 to 30 per cent on fancy goods, to the housewives of New Orleans. Nevertheless, Miss Mason's profits average the 17 per cent which the Louisiana Retail Grocers' Association announced this spring as the necessary minimum for the retailer to do business.

"Thus my motor truck shows," says Miss Mason, "that the profits of the retail grocer range from 40 to 45 per cent, or nearly three times the amount the retail grocers' organization itself has announced as necessary and reasonable. All my profits are going into the purchase of another truck, which another girl will operate for me, and I hope within the year to have at least three of these groceries on wheels in operation in New Orleans."

The grocery consists of a 2-ton motor truck, equipped with a body designed by Miss Mason, which overhangs the wheels about a foot on either side and extends some two feet over the back of the frame. The body is equipped with shelves and is high enough for Miss Mason to stand erect when removing her goods, for this progressive young lady is both driver and clerk, manager and cashier.

The main difference between the truck grocery and the ordinary small grocery store is that the former is on wheels. The truck is driven up to the back doors of homes over a regular route, in a section of the city occupied by middle class people who are able to pay cash, and in most cases the housewife can order the goods she wants without leaving her back door. Orders are taken also for the next day.

Miss Mason's fifth day found the route so systematized that she and her truck had visited 100 families in the 9 hours which she devoted to the work.

DELIVERING TO 1,000 STORES

Describing How a Great Chain Store System Keeps Its Shelves Stocked by Means of Motor Trucks

ELEVEN hundred and eighty-nine retail grocery stores are operated by the American Stores Company, of Philadelphia. Of these some six hundred are within the city limits. The others are scattered through adjacent cities, towns and villages within a radius of fifty miles.

Keeping the stocks of these stores complete is a herculean task, creating a transportation problem that only the most dependable rolling stock can meet satisfactorily. And to do this the company has 80 White trucks now in operation.

The American Stores Company was formed in 1917 by the consolidation, under one name, of five firms that had sold groceries in Philadelphia and vicinity for many years. One of these, the Bell Company, had operated a 5-ton White truck since 1912. Although this veteran was the first of its kind of 5-ton capacity to be purchased in Philadelphia, it is still doing business daily, and has a mileage record of more than 105,000 miles.

Each of the company's trucks covers 50 to 60 miles per day. They deliver fresh bread, butter, eggs, coffee and other perishable foods, in addition to staple groceries. They encounter some excellent roads and some that are far from good, but perform in such uniformly good fashion as to win hearty approval from officials charged with maintaining the delivery system.

"EXACT WEIGHT" Scales represent NINE PARTS SCALES AND ONE PART UNSKILLED LABOR. Any fool can draw a straight line with a rule.

Skilled, experienced operators can produce accurate weights on ordinary scales.

The Smith Scale Co., Columbus, Ohio, U. S. A.

Star
Boxes
ARE
Fairly
Priced

—FOR—
Freight
Express
Parcel
Post
Shipments

STAR CORRUGATED BOX COMPANY, INC.
ront, Gouverneur and South Streets NEW YORK CITY

PLAIN DECORATED

TIN CONTAINERS
—for the—
Tea and Coffee Trade

FEDERAL TIN CO., *Inc.*
Baltimore, Md.

SPICE CANS DRUG SPECIALTIES

PRICES CURRENT

Wholesale and Retail

As of October 5, 1920

Prices to Wholesalers

GREEN COFFEE

(250 Bags or Over)

Brazil Grades.		Line or Grade Price.	Cup Selected Price.
Santos	7	9½	9¾
"	6	10	10¼
"	5	10¾	11
"	4	11¼	12
"	3	12½	13
"	2	13¾	13½
Rio	7	7¾	
"	6	8¼	
"	5	8½	
"	4	9	(No Rio Cup
"	3	9¼	Selections)
"	2		

GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)

Maracaibo—	
Truxillos	9¾@10
Booono	10¾@11¾
Tovar	10¾@11¾
Merida	11¾@12½
do washed	12½@13½
Cucuta—	
Ordinary	11 @
Fair to good	11½@12
Primetochoice	12½@14
Fancy	14 @14½
Laguayra—	
Caracas	10 @10½
do washed	12 @14½
Porto Cabello	9 @ 9½
do washed	11 @13
Colombian—	
Ocana	9½@10¾
†Bucaramanga	11 @14½
†Tolima	12 @13½
†Bogotas	6 @14
†Medelin	7½@15¾
†Manizales	6½@14½
Mexican—	
Cordoba	10 @10½
do washed	12½@14
Coatepec	10½@11½
do washed	13 @15
*Oaxaca	10½@11½
*do washed	12½@10½
Costa Rica—	
Common	6½@ 8½
Fair to good	13 @14½
Primetochoice	15 @15½
San Salvador	11½@11¾
do washed	11½@13½
Nicaragua—	10¾@11¼
do washed	11 @13
Guatemala Coban—	
Common	6½@ 8½
Fair to good	12½@14
Prime to choice	14½@14¾
do unwashed	10 @11
Puerto Rico—	
Unwashed	10 @11
Washed	12 @14
Hayti—	
Unwashed	@..
Washed	11 @13
Jamaica—	
Ordinary	9¾@10¼
G'd ordinary	10¼@10¾
Washed	10¼@12¾
East India—	
Padang Int	20 @22
Corinche	@..
Kroe	@..
Timor	@..
Private Estate	@..
Fancies	20 @22
Abyssinian	@..
Mocha—small	24 @..
Liberian—	
*Straits	9½@10½
*Surinam	8½@10½
Pamanoekin	11½@13½

*Nominal because of small arrivals.

†Common to fancy.

TEAS

CHINA AND JAPAN—LINE PRICES

(75 or More Packages of One Number)

Foochow—	
Common	@....
Fair	@....
Good	@....
Superior	@....
Fine	@....
Formosa—	
Fair	15 @16
Good	18 @19
Superior	20 @22
Fine	28 @34
Finest	40 @45
Choice	50 @60
Choicest	75 @1.00
Fancy	@
COUNTRY GREEN	
Gunpowder—	
Extra	55 @60
Firsts	43 @45
Seconds	40 @42
Imperial—	
Firsts	35 @40
Seconds	30 @32
Thirds	25 @28
Young Hyson—	
Extra	50 @60
Firsts	40 @45
Seconds	28 @30
Thirds	24 @26
Hyson—	
Seconds	20 @22
Thirds	@..
PINGSUEY	
Gunpowder—	
Pinheads	53 @55
Extra	@
Firsts	43 @45
Seconds	38 @40
Thirds	33 @35
Imperial—	
Firsts	32 @35
Seconds	28 @30
Thirds	24 @26
Japan—	
Basket fired	23 @[illegible]
Pan fired	2[illegible] @[illegible]
Congou—	
Common	16 @[illegible]
Good	20 @[illegible]
Superior	25 @[illegible]
Fine to finest	30 @[illegible]
Choice to choicest	45 @[illegible]

INDIA AND CEYLON—LINE PRICES

Pekoe Souchong	18 @20
Pekoe	20 @21
Orange Pekoe	25 @26
Ceylon—	
Pekoe Souch'g	16 @17
Pekoe	18 @35
Orange Pekoe	20 @40
B. O. Pekoe	@..
Darjeeling—	
Fancy Orange	80 @1[illegible]
Java—	
Pekoe Souchong	17 @[illegible]
Pekoe	19 @[illegible]
Orange Pekoe	23 @[illegible]

SPICES—FIRST-HAND PRICES

Black Peppers—	
Singapore	12½@12¾
Acheen A	@..
Acheen B	@..
Acheen C	@..
Lampong	12¼@12½
White Peppers—	
Singapore	22½@23
Penang	@..
Muntok	23½@24
Heavy—	
Aleppy	13¾@14
Tellicherry	15 @16
Red Peppers—	
Mombassa	23½@24
Japan, Chil	32 @..
Cloves—	
Zanzibar	31 @32
Amboyna	38 @40
*Penang	@..
Pimento	7½@8
Cassia—	
Saigon rolls	26½@[illegible]
China, rolls	9½@[illegible]
do sel, bk	7¾@[illegible]
Kwangsi	18 @[illegible]
Batavia, Ext	13½@[illegible]
do short stick	11½@[illegible]
Cinnamon—	
Ceylon	31 @[illegible]
Ginger—	
Japan	11 @[illegible]
Cochin-ABC	16 @[illegible]
do D	15 @[illegible]
Lemon	15 @[illegible]
African	11½@[illegible]
Jamaica	37 @[illegible]
Nutmegs—	
75s to 80s	24 @
105s to 110s	23 @[illegible]
Mace	26 @[illegible]

COCOA—FIRST HAND PRICES

Accra	8½@10½
St. Thome	13 @14
Bahia	10 @12½
Caracas	14¼@14¾
Costa Rica	14 @14½
Guayaquils—	
Arriba	13½@14
Machala	13 @13½
Caraques	14 @14½
Cuban	@..
Dominica	@[illegible]
Grenada	13 @[illegible]
Hayti	8 @[illegible]
Jamaica	11 @[illegible]
Maracaibo	20 @[illegible]
Porto Cabello	17 @[illegible]
Para	11 @[illegible]
Sanchez	9 @[illegible]
Surinam	@
Trinidad Est	14½@[illegible]

Prices to Retailers

COFFEE

(BAG LOTS—130 POUNDS)

Kind of Coffee.	Green From	Green To	Roasted. From	Roasted. To
Santos	16	19	20	[illegible]
Santos Peaberry	19	23	23½	[illegible]
Rio	9	12	11¾	[illegible]
Maracaibo	16	18	20	[illegible]
Caracas	18	22	22¼	[illegible]
Bucaramanga	19	23	23	[illegible]
Bogotas	18	23	22	[illegible]
Mexican	18	23	22	[illegible]
Costa Rica	17	22	21¼	[illegible]
Guatemala	17	22	21¼	[illegible]
*Jamaica	..	..	..	..
Padang	34	40	41½	[illegible]
Mocha	37	40	45	[illegible]
*Abyssinian	..	..	..	..
Java	33	40	40¼	[illegible]
Porto Rico	27	31	33	[illegible]

*No quotations are being made.

TEAS

(SINGLE PACKAGE LOTS)

	From
Formosa	18
Foochow	..
Congou	19
Japan P. F	25
" B. F	28
India	22
Ceylon	22
Gunpowder	19
Young Hyson	20

Announcement

A. R. O'Neill, George W. Brown, Jr., R. L. Smith, and A. MacIntyre, formerly of A. R. O'Neill, Inc., announce the formation of a business partnership under the name of

O'NEILL & BROWN

for the purpose of carrying on brokerage and merchandising transactions in raw and refined sugar—pending settlement of the legal proceedings involving

A. R. O'NEILL, Inc.

We solicit a continuance of the patronage and support of the Trade.

O'Neill & Brown — *68 William St., New York*

RIORDAN, BILLARD, LAZO CO., Inc.

Importers, Exporters and Jobbers of

COFFEE, SUGAR and TEA

136-140 FRONT STREET - NEW YORK

USE A TRICOLATOR

And Make Better COFFEE

Roasters (now) send TRICOLATORS to complaining customers. They know that the clean, sweet, fresh Paper Filter, the fool-proof Aluminum Top and the China Urn will make their coffee right.

Send for circular and prices on Home or Hotel size TRICOLATORS and Filter Paper.

THE TRICOLATOR CO.

54 WEST LAKE STREET CHICAGO

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

COMPETING WITH BIG STORES

How a Woman Merchant Built Up a Big Business in a Small Town in Competition with City Stores

MATCH the merchandise of the big city stores and then sell it cheaper." That is the principle on which Mrs. Guy Bryan of Delia, Kans., has built up a business carrying $10,000 worth of stock, turning it five times a year and doing a gross business of $50,000 a year—in competition with big stores in nearby Topeka. While the Bryan store specializes in dry goods, retail grocers ought to be able to find some valuable hints for their stores in the way Mrs. Bryan conducts her enterprise. She told her story in a recent issue of the *Public Ledger*, as follows:

"There are three things necessary for the success of the small town store—cleanliness, service and prices. The least important of these is prices, but no store can succeed without the help of the first two, and of course, prices help. I always keep my store clean. It is one of the easiest things to do. It takes only a little time each day to keep a store clean, but it must be done every day. When the trade is slack have the clerks wash the showcase; then have them clean something else later on in the day and they will not dislike to do it and still you will not necessarily have them work all the time.

SERVICE

"Service is the biggest thing in the mercantile game. Few merchants really know when they are giving service to their trade. They think that carrying a customer for a long time or having every little thing in stock that was ever called for in the store is giving service.

"Now as far as stock is concerned, I carry any merchandise that has a regular demand, but I do not place in stock every little article that is called for once a year. I make it a point never to run out of any staple article. It is easy for any merchant to do this, by watching his stock and knowing what is on hand.

"Whenever a customer comes into the st I give them my undivided attention and sh them that I am interested in them. You can wait on one person and talk to some one e It makes no difference what I am doing, as s as a customer comes in I immediately stop wh ever I am engaged in and wait on her.

ADVERTISING

"It wouldn't do any good to have a clean st and to have a purpose in mind to render service to your customers and not let the pe know about it, so it is necessary to advertis do lots of advertising—it is absolutely necess in order that the people may know what have and what you are doing.

"I always spend a great deal of time get up an advertisement, choosing every word c fully, because the wording of an advertisem has a great deal to do with its drawing pow The mail order houses are strong here and find that it is necessary to do lots of work order to hold our trade away from them. A we are close to Topeka and the automobiles continually taking trade away from the l merchants, but all these things can be overc and I believe it is only necessary for the l merchant to get out after the trade and he find aplenty. In spite of all these unfavor conditions we are doing a larger business t we ever did before.

CREDITS

"It does not do a merchant any good to a lot of merchandise and then not get any mo for it, as is often the case. I make it a po to get every dollar that is coming to me. carry some people thirty days, but no lon Every account must be paid in full every th days or credit is discontinued. The merch does not run a bank and any person who can't to the bank and borrow the money to pay th grocery bill has no business with his name the merchant's book. If his credit is good bank will carry him; if not, I don't want account.

"I find that the mercantile game gets har

The Cheapest Food in the World

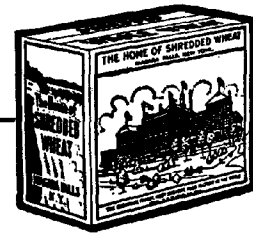
Considering its real nutritive value and that it is ready-cooked and ready-to-eat, with no kitchen work or worry,

Shredded Wheat Biscuit

is without doubt the cheapest food in the world to-day. The slight advance in price on account of the war is trifling compared to the soaring prices of other food commodities. It is 100 per cent. whole wheat, nothing wasted or thrown away. The ever-increasing demand for this product, created by extensive national advertising, insures a steady demand and a fair profit to the distributor.

Made only by

The Shredded Wheat Company, Niagara Falls, N.Y.



every day, due to the fact that more merchants are becoming better educated in the business and competition is keener. This fact only serves to make me work harder and put in more time studying local conditions and conditions in general, in order to be able to hold my own."

A SHORT TERM PRIMER

Some of the Chief Reasons Why Retail Distributers Should Favor Shorter Credit Periods

IN furthering its campaign among wholesalers and retailers to adopt shorter credit terms generally, the National Coffee Roasters Association has induced J. M. McFadden, of the McFadden Coffee & Spice Company, Dubuque, Ia., to prepare the following "primer" on the subject:

What is Cash Discount?

Cash Discount is a premium for anticipated payment. It is an inducement offered by the seller for the use of the money involved in the transaction. It is an extra profit for the buyer.

Where long terms are customary in a trade, they are a penalty also on merchants who pay promptly, for the resulting costs in interest and bad debts are in the end borne by the whole body of purchasers. It is therefore in the interest of good merchandising that short terms apply and that discounting become more general.

Why Merchants Should Favor Short Terms:

Long time terms encourage less efficient dealers in overbuying, often beyond the point of judicious business. This brings one of two results:

First—Higher selling prices in order to obtain a fair return on the increased and unnecessary investment—and these in turn create an opening for mail order and peddler competition.

Second—Financial trouble, possibly bankruptcy, of incompetent dealers whose stocks are thrown on the market while the legitimate channels of trade for which competent merchants had anticipated wants are clogged by the bankrupt sale.

In both cases, losses are sustained which are often due to long term inducements by wholesalers or manufacturers. Prudent merchants who consult their own interests do not advocate or want long terms. Many of the most successful merchants discount their bills, realizing that it adds to their net profits.

Short Terms and Quick Turn-Over:

Prices of all merchandise are high just now as compared to pre-war days. How soon they may decline perhaps no one knows, but, where prices are high, rapid downward fluctuations are quite possible and even probable. Such fluctuations mean shrinkage in the value of the number of pounds, the number of yards and the number of dozens in the stock of the merchant.

Short terms lead to moderate stocks and quick turn-over—always the safest and best plan for doing business—for buyer and seller alike.

Merchandising Is Becoming a Science:

In these days, in order to compete in the mercantile world, it is essential that the goods be of good quality, that they be priced right, and that they be sold on a fair and reasonable profit.

Manufacturers and wholesalers in pricing goods must take into account, besides the cost of all material, the cost of doing business, in which interest is an important item.

If selling terms are long, the seller's capital cannot be turned often and interest accumulates. If customers take over-time, it shows up in the interest account of the seller. Interest and excessive discount must either be added in the selling price of the goods or taken from the quality.

Short terms are a part of scientific merchandising—endorsed by all good merchants, both sellers and buyers.

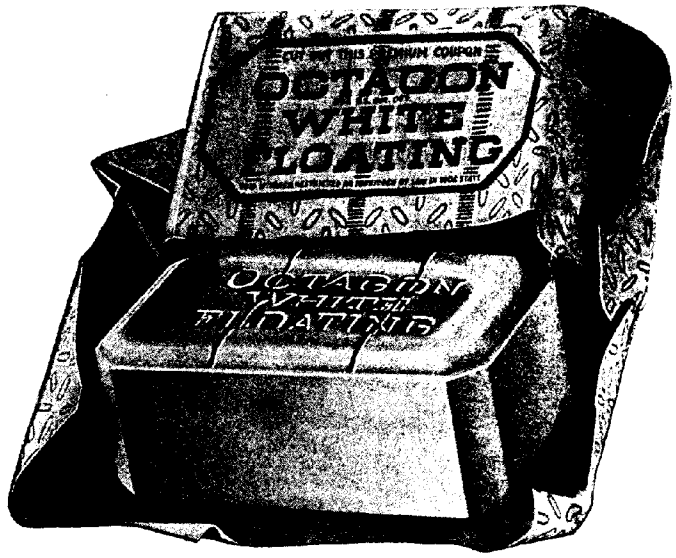
Direct Remittances Are Best:

Some merchants say "I prefer to pay your salesman when he calls." Let us see how this works out: A salesman is generally regular in his calls and may arrange his route so that he will get around again within the ten-day discount period or the thirty-day terms period, if all goes well. Occasions arise that make his regular call impossible, such as sickness, missing a train, impassable roads, holidays, etc. Should so important a matter as earning the discount, or paying promptly, be dependent upon the uncertainty of the salesman's call? Is it fair to load the merchant's responsibility on the salesman or those he represents when a two-cent stamp will get the check to headquarters promptly on time?

Waiting for the salesman often causes disputes and unfriendliness. It should be remembered that extra time taken, whether beyond the discount date or the due date, constitutes an added expense to the seller, where allowed, adding to his interest or investment cost. Moreover, allowances of this kind by wholesalers are unfair to those of his customers who pay promptly. The American public likes fair play.

Fairness the Best Policy:

The buyer knows that the seller will not ask for payment before the bill is due. Should not the seller also know that payment will reach him according to the terms? There should always



A Combination Soap

ANOTHER Octagon Product. Essentially a bath and toilet soap which at the same time meets all the requirements of a soap for dainty laundering.

Octagon White Floating Soap

is fast gaining the recognition it deserves. Sales increasing everywhere. Get behind it—push it—display it wherever possible. Quick turn-over and good profit. Order now—OCTAGON WHITE FLOATING SOAP will sell. The name "COLGATE'S OCTAGON" is recommendation enough—the quality assures satisfaction—effective advertising in many cities will keep it to the front.

Quantity Price Offer

OCTAGON WHITE FLOATING SOAP—in boxes of 50 or 100 cakes—can be included with Octagon Soap. Octagon Soap Powder and Octagon Scouring Cleanser to get quantity price.

Profit for you—Premiums for your customers

COLGATE & CO., Jersey City, N. J.

be mutual fairness, that confidence may be maintained. If the buyer desires to earn the cash discount, he should be careful to pay promptly on the tenth day; otherwise payment should reach the seller promptly in thirty days.

A safe plan for a buyer is to deal with that seller who believes in short terms, requires prompt payment from all and who makes no exceptions, because that policy usually means in the end the best prices, the best terms and the best service.

A SUCCESSFUL SALES STUNT

How a California Retailer Sold a Pound of Coffee to Every Housekeeper in His Town

IF the Government's average of four persons to a family is correct, then every householder in Cotati, Cal., must have bought over a pound of coffee at Robert C. Cross' recent special sale, for during four days of the week beginning September 20 Mr. Cross sold 173 pounds of coffee—and his town has only 600 population!

How he did it is made clear in this reproduction of the announcement he hung in his show window:

NEXT SATURDAY
at
COTATI THEATRE
Special Childrens' Program
(5 reels)
Comic and Educational

Saturday, Sept. 18th, 2:30 P. M.

One Ticket Given Free with Each Pound of Ross'
"SPECIAL COFFEE"
Purchased This Week

—No Tickets Sold—

In telling about the "stunt" the local newspaper said the theatre was taxed to capacity by buyers of Ross "Special Coffee," including parents and children.

The sale was so successful that Mr. Ross plans to repeat at frequent periods. He writes that he benefited in several ways: "We reduced the amount of coffee coming on contract; placed the coffee in homes formerly supplied by peddlers; advertised the coffee packed in our bags with our imprint; and sales were increased in other lines. General good feeling was created, and opened up a new avenue of advertising which we are following up."

UNTRUTHFUL ADVERTISING

How a Dishonest Advertiser's Public Hurts the Business of Merchants in All Trades

THE harm done by untruthful advertising merchants in every line of trade is told graphic fashion in an article published in official organ of the Pilgrim Publicity Associ tion, of Boston. The following is a digest the salient points:

"Suppose you are in the rug business and customed to stick strictly to the truth in yo advertising. Suppose in the next block there a shoe dealer whose habit it is to draw a "lo bow" in the preparation of advertising co Some might say, and perhaps you would s 'Why should an honest rug merchant wor about the methods of a dishonest shoe dealer But he should worry, and the reason why should worry is the first step toward a Bet Business Bureau.

"One Monday morning, let us say, our frie the shoe man comes out with an 'ad' announci a sale of $8.00 shoes for $3.65. Mrs. Jones bu a pair and decides that the real value of her pu chase is not more than $3.50. Shortly afterwa you take space in the same paper to announce rug sale that is 100 per cent honest. Does M Jones hurry to your office? She does not. S was stung by a shoe 'ad,' and she hasn't forgott it. For the time being at least she is suspicio of all advertising. The shoe dealer, perhaps total stranger to you, has robbed you and ev other honest merchant of a portion of the goo will that honest advertising creates.

"This sort of thing happens every day in year in Boston as well as in all other big cit You and I and bushels of other men are w aware of it. But what do we do about it? we as individuals make any effort to have a p fectly good law against fraudulent advertis enforced? As a whole we do nothing of kind. We merely kick about the situation to friends.

"Suppose, however, that in some downto office building, there's a chap whose sole job f two weeks in the year is to work for a hig standard in advertising—a standard no less lo than that voiced by the slogan of our Advertis Clubs—'Truth in Advertising.' Such a chap the secretary of a Better Business Bureau."

Such a bureau has just been organized in B ton. Others have recently been installed Dallas and Tulsa. All told, twenty-six ci are now operating bureaus of this character, to the promotion work of the Associated A vertising Clubs of the World. In every such c the funds are supplied by local business m individual stores paying varying sums in several cities up to $2,000 a year each. And one Ohio city, the head of a large retail busin declares that his store would gladly support bureau without other help, if this became nec

DISPLAY Your GOODS

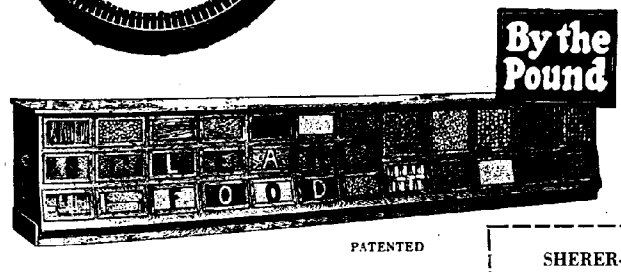
Send in coupon for information.
Tell us if you want us to tell
You how to make bigger profits.

Don't hide your wares from
human eyes
Don't fail to make Display
For your appeal to appetite
Means Profit every day

DON'T hide your light under a bushel just because you have bushel-baskets in the store. Bring out your attractive bulk goods and show them in a way to make every customer want them. These appetizing goods cannot sell themselves if hidden *behind* a counter.

Put them in the front rank where they will fight and work for you. Show them *under glass* in a Sherer Counter, where every eye will *see,* and every appetite *clamor* for them.

Sell Food By Weight



And don't forget that you make more for yourself, and save something for your customer, every time you sell bulk goods.

PATENTED

Sherer Gillett Co.

Dept. 37

17th & S. Clark Sts., Chicago, Ill.

SHERER-GILLETT CO.
17th and S. Clark Sts. Dept. 37
Chicago, Illinois

Please send us your new catalogue and terms.

Name .....
Town .....
State .....

sary—and in that city the annual budget of the Better Business Bureau is $15,000.

"This movement has succeeded with such marked rapidity," says the National Vigilance Committee of the advertising clubs, "because it has been operated upon the knowledge that most business men are honest and are interested in the preservation and promotion of their own good will. Thus, prosecution has always been the last resort. In fact, prosecutions, during the last year, have not averaged one to a Better Business Bureau city, and in every such case a fly-by-night has been the defendant. Legitimate business men see the value of this work and bend every effort toward the improvement of their advertising."

AN ARGUMENT FOR BULK COFFEES

Some Reasons Why Retail Distributers Should Give More Consideration to Their Importance in Their Trade

By B. W. Harrison
New York

PACKAGE coffees have had a long inning, for this has been a package age with apparently very little if any consideration given to the added cost of the container, glass, tin or pasteboard as the case may be.

Prices of all commodities, particularly food products, have been abnormally high for years and it is only within the past few weeks that any readjustment of this condition has been noted.

The long suffering public has at last come to a realization of the fact that the situation was after all somewhat under their control and have stopped buying.

Profiteering in the restaurant business has been so flagrant that employees in some of the largest offices decided to carry their own lunch. The plan once started gained headway so rapidly that the proprietors of lunch rooms became alarmed and cut prices in some instances as much as 50 per cent. This would seem therefore to be an opportune time for the retail dealer to turn his attention to bulk coffees.

For years package coffees have been [illegible] in favor with the grocer because of [illegible] advertising. They are easier to handle and [illegible] cause they were shipped ground, save time and labor. Meanwhile the chain stores have [illegible] taken the big end of the business by selling [illegible] coffees.

While the grocer has been carrying many brands, some advertised and some not, which [illegible] hands to his customer weeks after they [illegible] been roasted and packed, the chain store [illegible] has been selling at less money coffee [illegible] within a few days.

Many of the package brands are "steel cut," others ground very fine and in consequence [illegible] lost much of their aroma.

Bulk coffees, if ground at all, are put through the mill at the time of purchase.

There is no question but that, properly made, a cheaper blend of coffee freshly roasted and ground will be much more satisfactory in the cup than a higher grade, costing more, which has been roasted, ground and packed for weeks.

The aromatic properties of coffee are so very volatile that it is impossible to retain them even in a vacuum and yet the grocer will buy an urn coffee, keep it on shelves for an indefinite period and wonder why his coffee sales continue to decrease.

The element of price should also be taken into consideration. Why should the consumer pay from 10 per cent to 20 per cent more for an article in package form merely because it seems more convenient for the grocer to handle it in that way and in the vast majority of cases at an inferior product?

If the housewife wants to make a saving in her weekly allowance she can start right in by demanding bulk coffees, freshly roasted. She can check the weight, see whether she is getting a uniform clean product, and if the beans are brittle and easily broken feel reasonably sure she is buying a fresh roast.

Then by grinding the coffee at home just before the brew is prepared another saving is made, the aroma, which is the vital part after all. Without the aroma there will be no taste and therefore nothing but a nondescript hot beverage.

EMPIRE HARDWARE COMPANY
Grocers' Butchers' STORE FURNISHINGS Bakers' Restaurants'
SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.
ELECTRIC COFFEE MILLS
272-274 West Broadway New York City
Write for complete Catalogue

This clerk makes no mistakes in adding the items of a sale

She records the price of each article on the new kind of National Cash Register. The register does the adding. The total always is correct.

No mental addition, and no mistakes.

The register also does many other important things for merchants, clerks, and customers.

Every merchant should know about this new cash register.

Let our branch manager explain it to you.

New National Cash Register that many merchants have been looking for

We make cash registers for every line of business. Priced $75 and up.

NATIONAL CASH REGISTER CO.

DAYTON, OHIO.

TRADE GETTERS

A Series of Business Winning Plans That Have Been Tried and Found Successful in Different Parts of the Country*

Premiums For New Customers

Delhi, N. Y.

THESE business-getting plans are the result of ripe experience in the retail distributing field. They have been tried out with signal success in different parts of the country.

By Frank Farrington

In order to interest old customers in bringing in new ones, you can make an inducement to them. The following is one way of doing this. Offer to any regular customers a discount on any purchase made by that customer and by anyone with him if accompanied by one new customer. This means of course that at any time when anyone who feels justified in calling himself one of your regular customers, comes in and brings along a new customer, both will be entitled to the stipulated rebate or discount. You will be repaid for the discount by making sales that you otherwise would not have made and by adding a new customer to your list.

Sales From Recommendations

Somewhat along the line of the previous plan is this one. Choose some item of stock, the sale of which you are specially interested in pushing, and then select some influential person you know would value that article and like to possess it. Offer him or her one of them in return for taking pains to go to a specified number of possible purchasers and recommend it strongly. Arrange to have the names of such prospects turned over to you, and you keep track of the resultant sales. If the plan works out profitably, it may be worth while to try it over and over again in different localities.

Children Make Money

Here is a plan the children will take up because it gives them a chance to make a little money. It consists simply in issuing a series of rebate checks, each of which is good for 10 cents in trade, selling those checks to the children for 5 cents each. The children will of course sell the checks to older persons for 10 cents each, or a few might use them in personal purchases. Advertise this plan to the school children through circulars and window cards. If preferred, the price of the checks could be made less, one-cent for instance, good for a 5 cents rebate when presented in purchasing.

Free Milk

A novel form of offering a rebate, and novelty is what draws attention to such things, is to offer with certain purchases a specified number of milk tickets, each good for a pint of milk. An arrangement can usually be made with a local milk dealer to supply you with these tickets at a special price since they will not represent the same class of trade as the regular patrons of the route. Such a distribution of tickets is almost certain to result in some new patrons for the milk man if his milk is satisfactory. Then too, even when the tickets go to people who are already his customers they will ordinarily represent an increased use of milk while the free tickets last. Part of the tickets might be secured from each local milk man if there should be danger of offending some by not buying of them. Pint tickets will be better to use than quarts since they represent smaller units and can be given with smaller purchases. Supply the tickets in little envelopes with your advertisement on them. It may be possible to get a better contract if you agree to make the tickets non-transferable, so they will not be handed over to regular customers unnecessarily.

The People in the Crowd

Get a good picture of the people passing your store at a time when there is a considerable crowd containing some well known faces. Frame this picture and place it in the window with a card offering a prize to anyone who will name properly every person in the picture. The plan may be used indirectly to attract attention to the goods in the window by making the prize one of the articles shown there.

* Copyright by Frank Farrington.

Settles the Question

A Quality Brand Backed by Persistent Consumer Publicity

It Will Build Your Coffee Trade

MEYER BROS. COFFEE & SPICE CO.
ST. LOUIS

Packaged Sugar Saves Store Space

Domino Package Sugars fit compactly on the grocer's shelves and save valuable store space for other merchandise. The strong cartons and sturdy cotton bags are neat, clean and attractive.

Domino Package Sugars

save labor, paper bags and twine.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown, Golden Syrup.

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

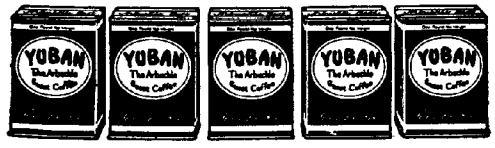
These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

ARBUCKLE BROTHERS

Yuban Coffee Department

NEW YORK PITTSBURG CHICAGO



Out Of Town Trade

If you have any desire to secure orders from out of town, for shipment by express or parcel post, advertise in the newspapers certain bargains of special interest, and announce that on receipt of the price, the goods will be sent prepaid to destination within such a radius as you see fit. This plan may be used to combat mail order competition by showing that you have bargains to offer that are equal to those of any catalog house.

Names From Your Name

It is not a new plan to offer a prize to the person making the most words out of the letters of your name, but it may be used with variations that will make it a help to the store. Inst of allowing contestants to make up any wo they wish from the given name letters, st late that the words shall be the names of ite kept in stock for sale in the store. If y name is too short to be valuable, include y business too. Instead of just E. D. Smith, m it "Smith's Red Front Store" or whate you may call your place. This plan is going bring all the contestants into the store to st the stock. Make it plain that they will welcomed and given every facility for see how many items they can discover that can spelled from the available letters. It may e be a good plan to supply a table where pe can sit down and write their lists. Adver this convenience.

Want Advertisements

Classified want advertisements under regular heading, $3 for twenty-five words or less. Additional words *four* cents each. *Payable cash with order.*

Miscellaneous

FOR SALE—Two Duplex automatic net weighers, nearly new, $75.00 each; one Little Wonder net weigher, $100.00. Address Box 527, care of The Tea and Coffee Trade Journal.

FOR SALE—Completely Burns equipped plant for roasting and packing coffee. Capacity 3,500 lbs. of roasted coffee per day. Can be removed from or operated in present location on reasonable lease terms. Address Box 528, care of The Tea and Coffee Trade Journal.

FOR SALE—Lehmann's cocoa roasters, cracker and fanners; hydraulic 4 and 8 pot presses; triple, double and single mills with French burr stones; 4-stone rollers (granite); 3-roll steel refiner; Melangeur 5 feet diameter; Schultz-O'Neill pulverizers 16 in. and 22 in.; jacketed mixers; Albright filter press; cocoa-butter manufacturing equipment; cocoa-powder bolting and cleaning and cooling equipment; cocoa shell cleaning equipment; 3 refrigerating equipments, 4 tons, 18 tons and 35 tons capacity; 3 gas engines, 225, 75, and 50 horsepower; all in A-1 operating condition. Industrial Engineering Company, 433 Summit avenue, Jersey City, N. J.

FOR SALE—About 150,000 multi-colored plain la one pound, and 30,000 folding box cartons in s All ready for printing with company name brand as desired. Address Box 529, care of Tea and Coffee Trade Journal.

FOR SALE—Tea mixer 1,000 lbs. made by J Burns. In first class order with all equipm Can be seen at any time at Tetley's, 483 Greenw street, New York City.

WANTED—To buy one bag coffee roaster. Excel condition. Bishop Coffee Company, Evansville,

Help Wanted

WANTED—One of the fastest growing coffee ho in the Central West needs several experienced s men. A splendid opportunity for capable men. dress Box 530, care of The Tea and Coffee T Journal.

WANTED—Salesmen on commission basis with experience in selling labels. Address Box 531, of The Tea and Coffee Trade Journal.

Situations Wanted

WANTED—Experienced young married man with position as manager in a coffee house. Understa bookkeeping, roasting and blending. Address 532, care of The Tea and Coffee Trade Jour

WANTED—Formula and process for making a class commercial salad dressing. Correspond strictly confidential. Address A. C. Loud, 10 Second street, St. Louis, Mo.

Farrington's

"Eagle and Lamb"

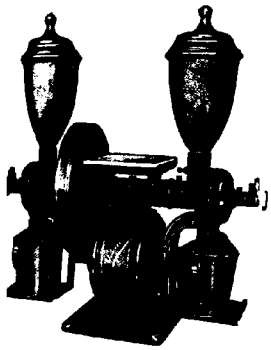
JAPAN TEA

THE G. B. FARRINGTON COMPANY

Established 1804 NEW YORK

UNIVERSAL

ELECTRIC COFFEE MILLS



No. E9011
Capacity 5 lbs. ½ Horse Power
Counter space 36 x 14½ in.

Increase your sales. Advertise fresh ground coffee under your own name. Install a UNIVERSAL in your store and a life-long coffee business will be yours.

With a UNIVERSAL Electric Coffee Mill you can grind your coffee coarse, medium or fine, as the purchaser wishes, thereby giving full satisfaction and gaining a satisfied customer.

Order from Your Jobber

ANDERS, FRARY & CLARK NEW BRITAIN, CONN.

KAFFEE HAG

IT'S PERFECT COFFEE

KAFFEE HAG COFFEE does not interfere with the sale of your own coffees. It is a perfect caffeine-freed coffee, blended from choicest selected coffees and is intended for those people who are NOT at present drinking ordinary coffee. Instead they are now using numerous cereal substitutes which in recent years have gained tremendously in popularity, interfering with the grocers' coffee sales.

Sell KAFFEE HAG and increase your coffee sales.

AT ALL JOBBERS

KAFFEE HAG CORPORATION

New York City Chicago Cleveland

CHASE & SANBORN'S HIGH GRADE COFFEES AND TEAS

"The Brands That Brew the Best"

Some merchants achieve a maximum of result with a minimum of effort.

Little EFFORT is required to sell Chase & Sanborn's teas and coffees, but the RESULT is something more than increased sales of Chase & Sanborn merchandise.

Shrewd merchants profit by augmented sales of general groceries stimulated by the trade-building qualities of

CHASE & SANBORN'S

High Grade Teas and Coffees

BOSTON CHICAGO MONTREAL

THE BUYER'S GUIDE

¶ Being an index of products advertised in this publication, classified for ready reference. ¶ If you fail to locate any needed article, write the "Information Bureau" of THE TEA AND COFFEE TRADE JOURNAL, and full information will be furnished without charge.

See alphabetical index on page facing inside back cover for location of advertisements in this issue.

Aluminum Ware
Aluminum Products Co., La Grange, Ill.

Baking Powder
General Chemical Co., New York.
Manhattan Baking Powder Co., New York.
New York Baking Powder Co., Albany, New York.

Beans
Jules Maes & Co., Inc., New York.

Caramel Coloring
Thomas Henderson & Co., Inc., New York.

Cash Registers
National Cash Register Co., Dayton, Ohio.

Chicory
Henry Franck Sons, Inc., Flushing, N. Y.
E. B. Muller & Co., New York.

Cocoa Beans
John Clarke & Co., New York (brokers).
Jules Maes & Co., New York (importers).
Seggerman Bros., Inc., New York (brokers).

Cocoa & Chocolate
Ambrosia Chocolate Co., Milwaukee.
Walter Baker & Co., Ltd., Dorchester, Mass.
W. H. Baker, Inc., Winchester, Va.
Blumenthal Bros., Bridesburg, Philadelphia.
Hooton Cocoa Co., Newark, N.J.

Cocoanut
Franklin Baker Co., Philadelphia.

Coffee—Caffeinless
Kaffee Hag Corp., Cleveland.

Coffee—Cultured
Pan American Coffee Co., Chicago.

Coffee Fillers
American Cereal Coffee Co., Chicago.
Hillis Cereal Coffee Co., Brooklyn.
Milwaukee Importing Co., Milwaukee.
E. B. Muller & Co., New York.

Coffee—Green
J. Aron & Company, New York.
Braunling Coffee Co., New York.
J. E. Carret & Co., New York (brokers).
S. Cassinelli & Co., San Francisco.
Cogollo & Co., Cucuta, Colombia, S. A.
Dannemiller Coffee Co., Brooklyn.
Chas. Dittmann Co., New Orleans.
Eppens Smith Co., New York.
M. S. Good & Co., St. Louis (brokers).
W. R. Grace & Co., New York and San Francisco.
Hard & Rand, New York and New Orleans.
Leon Israel & Bros., New York.
Jones Bros. Tea Co., Inc., New York.
Livierato-Kidde Co., New York (Mocha).
Jules Maes & Co., Inc., New York and New Orleans.
Mitsui & Co., Ltd., New York.
Monahan Brokerage Co., St. Louis and New Orleans (brokers).
Old Dutch Mills New York.
Pan-American Coffee Co., Chicago (cultured coffee).
S. Pfeifer & Co., New Orleans.
Alex. H. Purcell & Co., New York (brokers).
Riordan, Billard, Lazo Co., Inc., New York.
Ruffner, McDowell & Burch, Chicago, New York, New Orleans, San Francisco (brokers).
Sasco Coffee Co., New York.
Handelmaatschappy "Transmarina," Inc., New York.
Woods, Ehrhard & Co., New York (brokers).
Young & Jessen, Chicago (brokers).

Coffee Making Devices
The Tricolator Co., Chicago.

Coffee Mills—Electric (store use)
The Braun Company, Phi phia.
The A. J. Deer Co., Inc., West St., Hornell, N. Y.
Landers, Frary & Clark, Britain, Conn.

Coffee Publicity
Joint Coffee Trade Pub Committee, New York.

Coffee Milling, Cleaning, arating, etc.
Reeve & Van Riper, New Y

Coffee—Roasted
Arbuckle Bros., New York.
Chase & Sanborn, Boston.
Dannemiller Coffee Co., B lyn.
Denison Harwood Co., Chi
Dwinell-Wright Co., Boston
Eppens, Smith Co., New Y
G. B. Farrington Co., New
B. Fischer & Co., New Yor
International Coffee Co., York.
Merchants' Coffee Co. of Orleans, Ltd., New Orlea
Meyer Bros. Coffee & Spice St. Louis.
Old Dutch Mills, 65 Front New York.
S. A. Schonbrunn & Co., York.
Ross W. Weir & Co., Inc., York.
The Widlar Company, land.
Geo. F. Wiemann & Co., York.

Coffee Roasters for Tra
John W. Haulenbeck Com New York.

Condensed Milk
Carnation Milk Products Chicago.

Coffee Packers (private l
David G. Evans Coffee Co., Louis.

Coffee—Soluble
Soluble Coffee Co. of Amer New York.
G. Washington Sales Co., York.

WHAT *G Washington's* COFFEE IS

IT IS THE ORIGINAL AND ONLY REFINED COFFEE.
IT IS REFINED FROM THE BEST COFFEE.
IT IS ALL OF THE COFFEE THAT IS GOOD.
IT IS ABSOLUTELY PURE COFFEE.
IT IS HEALTHFUL AND DELICIOUS.
IT DISSOLVES INSTANTLY IN HOT OR COLD WATER.
IT IS EASIEST TO MAKE.
IT IS ECONOMICAL—A POUND OF G. WASHINGTON'S COFFEE WILL MAKE AS MANY CUPS OF COFFEE AS TEN POUNDS OF ROASTED COFFEE BERRIES.
IT IS ALWAYS THE SAME IN QUALITY.
IT IS SOLD IN HANDY AIR-TIGHT CANS.

WHAT *G Washington's* COFFEE IS NOT

IT IS NOT AN IMITATION.
IT IS NOT A MERE ESSENCE OR EXTRACT.
IT IS NOT EXPENSIVE.
IT IS NOT DE-NATURIZED—NOT DE-CAFFEINIZED—OR DE-ANYTHINGED.
IT IS NOT WASTEFUL.
IT IS NOT 85% CHAFF, WOODY FIBRE, OR GROUNDS.
IT IS NOT HARMFUL.
IT IS NOT NECESSARY TO "COOK"—NO COFFEE POT OR PERCOLATOR NEEDED.
IT IS NOT JUST "ANOTHER BRAND" OF COFFEE.

Originated by Mr. Washington in 1909

We are featuring G. Washington Coffee in large list of magazines and newspapers throughout the country

G. Washington Sales Co., Inc., 522 Fifth Avenue, New York City

Package Sugar Means Efficiency

Grocers who handle Franklin Package Sugars are enabled to have cleaner, neater, more attractive stores because of the elimination of bulk containers, spillage and waste. They save the clerks' time which can be devoted to window dressing and other store work of the kind that helps sell goods.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown, Golden Syrup

THE BUYER'S GUIDE

(Continued from page 510)

Containers
American Can Co., New York (tin and fibre cans).
Arkell Safety Bag Co., New York (paper linings).
Canister Co. of New Jersey, Phillipsburg, N. J., and New York (tin and composite cans).
Continental Paper & Bag Mills, New York (paper bags).
Federal Tin Company, Inc., Baltimore (tin cans).
Fidelity Can Co., Baltimore (tin cans and wooden shipping boxes).
General Can Co., Chicago (tin and fibre cans).
Gille Manufacturing Co., Kansas City (tin and fibre cans).
Hinde & Dauch Paper Co., Sandusky, O. (corrugated fibre shipping cases).
Miller Fibre Products Co., Chicago (fibre cans and tubes).
National Paper Can Co., Milwaukee (fibre cans).
New York Container Co., New York (fibre and composite shipping drums).
W. C. Ritchie & Co., Chicago (all fibre and tin top and bottom cans).
Thomas M. Royal & Co., Bryn Mawr, Pa. (paper bags & cartons).
Star Corrugated Box Co., New York (shipping containers).
Union Bag & Paper Corp., New York (paper bags).
Weis Fibre Container Corp., 101 Front St., Monroe, Mich. (parchment lined fibre cans).

Counters—Store
Empire Hardware Co., New York.
The Sherer Gillet Co., Chicago.

Collapsible Tin Tubes
Peerless Tube Co., New York.
White Metal Mfg. Co., Hoboken, N. J.

Essential Oils
Antoine Chiris & Co., New York.
Ungerer & Co., New York.

Flavoring Extracts
Garrett & Co., Brooklyn.
Price Flavoring Extract Co., Chicago.
C. F. Sauer Co., Richmond, Va.
Van Duzer Extract Co., New York.
The Widlar Co., Cleveland, Ohio.

Herbs
Archibald & Lewis Co., New York.

Jelly Powder
Arcadia Food Co., New York.

Labels
Fenton Label Co., Inc., Philadelphia.
Thomas M. Royal & Co., Bryn Mawr, Pa.

Liners
Arkell Safety Bag Co., New York.
Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.

Macaroni
Briggs Cereal Products Co., Cincinnati, Ohio.

Machinery—Can Making
Samuel M. Langston Co., Camden, N. J.

Machinery—Coffee
Jabez Burns & Sons, New York (factory).
A. J. Deer Co., 1127 West St., Hornell, N. Y. (store).
Huntley Manufacturing Co., Silver Creek, N. Y. (factory).
Lambert Machine Co., Marshall, Mich. (factory).
Laurel Manufacturing Co., Philadelphia (factory).

Machinery—Labeling
Jagenberg Machine Co., New York.

Machinery—Mustard
Paul Ochmig & Co., Chicago, Ill.

Machinery—Packaging
E. Edtbauer & Co., Chicago (automatic weighers).
Jagenberg Machine Co., Inc., New York.
Johnson Automatic Sealer Corp., Battle Creek, Mich.
National Packaging Machinery Co., Jamaica Plain, Boston.
Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass.
C. T. Small Mfg. Co., Ferguson & Vernon Avenues, St. Louis.

Machinery—Peanut
Jabez Burns & Sons, New York.
Lambert Machine Co., Marshall, Mich.

Machinery—Tea
Jabez Burns & Sons, New Yo

Machines—Stencil
Diagraph Stencil Machine Co
St. Louis.

Machines—Weighing
E. Edtbauer & Co., Chicago.
National Packaging Machine
Co., Boston.
Pneumatic Scale Corp., Lt
Norfolk Downs, Mass.
C. T. Small Mfg. Co., St. Lou

Mustard
A. Colburn Co., Philadelphia

Nitrate of Soda
Dr. William S. Myers, N
York.

Nuts
Jules Maes & Co., Inc., N
York.

Premium Specialties
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Grange, Ill. (aluminum ware
Limoges China Co., Sebring, Oh
(china ware).
Saxon China Co., Sebring, Oh
(china ware).

Rice—Package
Ralph Goldsmith Co., New O
leans.

Scales—Factory
Smith Scale Co., Columbu
Ohio.

Scales—Store
John Chatillon & Sons, 85 C
St., New York.

Shredded Wheat
The Shredded Wheat Co., Ni
ara Falls, N. Y.

Seeds
Archibald & Lewis, New York.
Jules Maes & Co., Inc., Ne
York.
Mitsui & Co., Ltd., New York.

Seals—Gummed
Fenton Label Co., Philadelphia
Thomas M. Royal & Co., Br
Mawr, Pa.

Spices
Archibald & Lewis, New York.
John Clarke & Co., New York.
The A. Colburn Co., Philade
phia.
Handelmaatschappy "Transu
ina," Inc., New York.
The Widlar Co., Cleveland.

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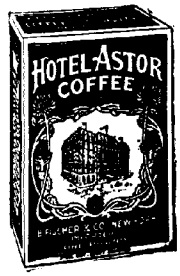
granulated, cubes, confectioners and soft sugars.
The sugar which makes satisfied customers
WARNER SUGAR REFINING CO.
Office: 79 Wall St., N. Y. C. Refinery: Edgewater, N. J.

Warner's
PURE CANE
SUGAR

Warner's

To those who discriminate and want only the best,



Hotel Astor Coffee

will prove a revelation in flavor and aroma.

To feature and recommend it to your particular customers is the height of good salesmanship.

(Send for new window display.)

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NEW YORK

NEW ORLEANS
The Logical Coffee Port—Home of
ALAMEDA COFFEE
Sold only in 1 and 3-lb. Tins
Under Our Trade Mark

CAREFULLY SELECTED FOR PARTICULAR TRADE

MR. GROCER:
PUT YOUR TRADE WISE

MERCHANTS' COFFEE CO.
of NEW ORLEANS, Ltd.
NEW ORLEANS
B. C. CASANAS, President

THE BUYER'S GUIDE

(Continued from page 512)

Spice Grinders
Archibald & Lewis, New York.
The Widlar Co., Cleveland.

Store Fixtures
Empire Hardware Co., New York.
National Cash Register Co., Dayton, Ohio.
Sherer-Gillett Company, Chicago.

Sugar Brokers
M. S. Good & Co., St. Louis.
Ruffner, McDowell & Burch, New York, New Orleans, Chicago and San Francisco.

Sugar Refiners
American Sugar Refining Co., 117 Wall St., New York.
Franklin Sugar Refining Co., Philadelphia.
Warner Sugar Refining Co., New York.

Tea Brokers
Macy Bros. & Gillett, Inc., New York.

Tea Exporters
Francis Peek & Co., Batavia, Java.
Otis A. Poole, 55 Kita Ban-Cho, Shidzuoka, Japan.
Rowley, Davies & Co., 5 Fenchurch St., London.

Tea Bags—Individual
National Urn Bag Co., New York.

Tea Balls
Upham Food Products, Inc., New York.

Tea Importers
J. Aron & Company, New York.
Carter Macy & Co., New York.
A. Colburn Co., Philadelphia.
Hunt & Co., 96 Water St., New York.
Jardine Matheson & Co., New York.
Jones Bros. Tea Co., Inc., New York.
Mitsui & Co., Ltd., New York.
Murai Trading Co., Ltd., New York.
Francis Peek & Co., Batavia, Java.
Otis A. Poole, Shidzuoka, Japan.
Rowley, Davies & Co., London.
Handelmaatschappy "Transmarina," Inc., New York.
J. C. Whitney Co., New York and Chicago.

Tea Packers for the Trade
Carter Macy & Co., New York.
David G. Evans Coffee Co., St. Louis, Mo.
Reeve & Van Riper, New York.
J. C. Whitney Co., New York and Chicago.

Tea Propaganda
Tea Association of the United States, New York.

Tea—Package
Chase & Sanborn, Boston.
Dannemiller Coffee Co., Brooklyn.
Denison Harwood Co., Chicago.
Dwinell-Wright Co., Boston.
Eppens, Smith Co., New York.

Tea—Package—cont.
G. B. Farrington Co., New Y
B. Fischer & Co., New York
International Coffee Co., N
York.
Merchants' Coffee Co. of N
Orleans, Ltd., New Orleans,
Meyer Bros. Coffee & Spice C
St. Louis.
Old Dutch Mills, New York.
Ross W. Weir & Co., Inc., N
York.
Geo. F. Wiemann & Co., N
York.
The Widlar Company, Cleve

Trade Mark Service
Trade Mark Title Co., F
Wayne, Ind.

Urns—Coffee
Victor V. Clad Co., Phila
phia.

Urn Bags
National Urn Bag Co., N
York.

Vanilla Beans
M. L. Barrett & Co., Chicago.
Antoine Chiris & Co., New Yo
Thurston & Braidich, New Yo
Ungerer & Co., New York.

Wagon Distributors' Specia
ties
Arcadia Food Company, N
York (lemon pie filling).
Briggs Cereal Products Co., C
cinnati, Ohio (macaroni).
Federal Pure Food Co., Chica
(food specialties).
Graham Bros. & Co., Chica
(hair shampoo).

Buying the Seen and the Unseen

It is easy to judge the size and quality of a visible commodity. There are certain recognized standards that have been universally accepted to which purchased articles may be compared.

With invisible commodities, such as a publication's circulation, the matter is not so simple. It is only recently that a definite measurement has been obtained.

The A. B. C. now furnishes a recognized standard by which circulation may be measured. A publication's distribution can now be as accurately gauged as any other purchased commodity.

The TEA AND COFFE TRADE JOURNAL circulation is measured by the A. B. C. In buying advertising space in its columns, you receive dollar-for-dollar value.

E. B. MULLER & CO.

MANUFACTURERS OF

SIROCCO CHICORY

uperior quality of Chicory produced by a new process of roasting by indirect firing renting any carbonizing and allowing in consequence the use of a larger percentage.

ROLL CHICORY A SPECIALTY

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CHICORY

HENRY FRANCK SONS, Inc.

FLUSHING, N. Y.

Growers, Dryers, Roasters and Manufacturers of Chicory in all its Various Forms

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HILLIS COFFEE SUBSTITUTES AND FILLERS ASSURE SATISFACTION

Grade, Roast, Granulation and Price to Meet Your Requirements

AMPLES *and* QUOTATIONS PROMPTLY FURNISHED

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Rodney and Ainslie Streets
BROOKLYN, N. Y.

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Rowley, Davies & Co.	
Royal & Co., Thomas M.	
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Saxon China Co.	
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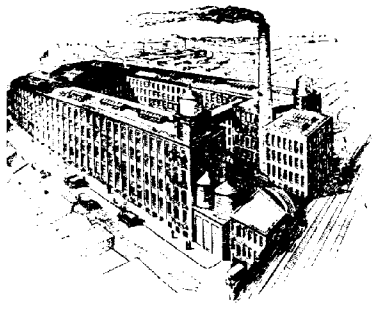
Weir, Ross W. & Co.	
Weis Fibre Container Co.	
White Metal Manufacturing Co.	
Whitney & Co., J. C.	
Widlar Co., The	
Wiemann, Geo. F., Co.	
Woods, Ehrhard & Co.	
Young & Jessen	



You Can Count on Prompt Shipments from The New Colburn Plant

For over 60 years Colburn's Mustard has been sold by grocers and druggists everywhere.

Its popularity has grown steadily by reason of its quality. Colburn's mustard is recognized as unsurpassed in purity, pungency and rich mustard flavor.

This large demand has heretofore overtaxed our facilities for supplying it—a situation now completely provided for by the attainment of full and greatly enlarged production in the new Colburn plant.

Colburn's Mustard notwithstanding its high quality is low in price and assures the dealer a good profit. Order now and keep well stocked.

The A. Colburn Company
Philadelphia **Established 1857**

Colburn's "A"
Spices–Mustard–Condiments

The Jubilee Coffee Roaster

We have been presenting Jubilee advantages with some reserve. But the tests have now been so thorough from every viewpoint, and the accumulating evidence of great superiority in day-by-day performance is so impressive, that we would be unfair to the trade if we failed to state plainly our belief that, wherever gas fuel is available, it will pay to replace roasters of any other model with Jubilee machines.

The point is that our Jubilee roaster gives to gas fuel an entirely new importance for wholesale roasting operations. The gas is used in an orderly, scientific manner which eliminates waste. There is one gas valve only, and this is conveniently regulated at the same point as the valve which admits the required air for burning the gas completely.

Just to see the Jubilee burner lighted—the big initial

JABEZ BURNS & SONS BURNS REG. U.S. PAT. OFF. EQUIPMENT 11th Av. & 43d St. NEW YORK

Finer Roasts with Less Gas

flame brought down at once by the forced air to a green-blue wedge of heating efficiency—is convincing for experienced observers. There is no soot; no scorching contact of flame with coffee; the control of the machine is simple and sure; and the ease with which large quantities of perfectly roasted coffee are turned out is a revelation to each new user.

The cuts show our No.14 machine, for 500-lb. roasts. The No.15 Jubilee is of 300-lb. capacity. The machines differ in length of cylinder only, having the same substantial mounting, and the same front feed-and-discharge gate. Both have our full-length spray pipe which permits water cooling with real uniformity.

Our new circular, No.251, will interest any coffee man

JABEZ BURNS & SONS BURNS REG. U.S. PAT. OFF. EQUIPMENT 11TH AV. & 43D ST. NEW YORK

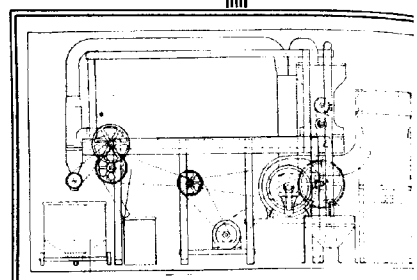
Lambert
Peanut Stoning Apparatus

The machine illustrated on this page represents a decided advance in the manufacture of peanut equipment.

Before the advent of this machine there was no efficient peanut stoning apparatus on the market. This piece of equipment will eliminate *all* stones, no matter what size or weight. It has revolutionized peanut cleaning methods.

The Lambert Peanut Stoning Machine permits the cleaning of shelled peanuts while in the raw state, before being put into the roaster and blancher.

Let us tell you about our complete line of peanut butter making equipment.



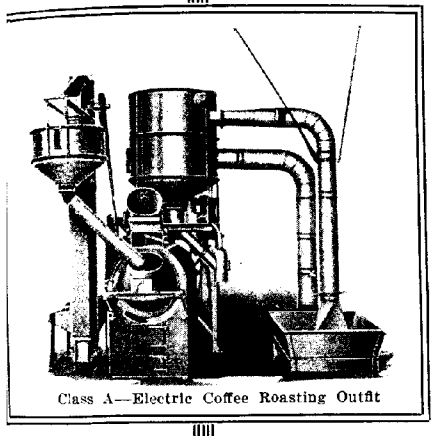
New Type of Peanut Stoning Machine.

Lambert Machine Company

MARSHALL, MICHIGAN, U. S. A.

"Pioneer Manufacturers of Peanut Butter Machinery"

Lambert
Coffee Roasting Equipment



Class A—Electric Coffee Roasting Outfit

Lambert coffee roasting equipment is proving its worth in numerous American coffee roasting plants.

The Lambert electric coffee roaster illustrated on this page is the pioneer indirect flame (underneath) gas roaster. It is a thoroughly efficient machine, being compact, economical and substantially made.

The coffee roaster who contemplates alterations or the installment of new coffee roasting equipment owes it to himself to investigate the Lambert line. It includes all the necessary equipment comprising roaster, cooling apparatus, elevator, feed hopper, electric motor and stoning and chaffing attachments. Our catalog describes the complete Lambert Line.

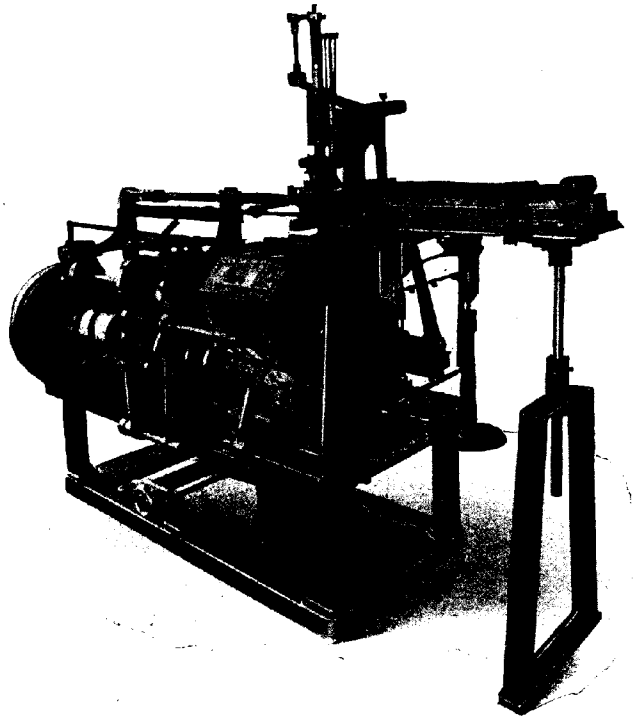
Lambert Machine Company
MARSHALL, MICHIGAN, U. S. A.

Labeling of Square Cans Automatically

For Tea, Coffee, Cocoa and Spice Cans or Boxes

Output from one operator, 35 neatly and tightly labeled cans per minute.

Labeled cans remain sufficiently dry for immediate packing. The labels are coated all over with adhesive, resulting in an air-tight effect.



View of adjustable Jagenberg Labeler; "Drum" System now being used by

Thomas J. Lipton, Inc.	Hoboken and Europe.
Hershey Chocolate Co.	Hershey, Pa.
General Chemical Co. (Ryzon Dept.)	Edgewater, N. J.
Ridgway Tea Co., Inc.	New York City.
Walter Baker & Co., Ltd.	Milton, Mass. .
Salada Tea Co.	Toronto, Canada.
H. O. Wilbur & Sons (Chocolate)	Philadelphia, Pa.
Cowan & Co., Ltd.	Toronto, Canada.
Rowntree Co., Ltd.	York, England.

etc., etc.

Jagenberg Machine Company, Inc.

PACKAGE AND LABELING MACHINES FOR MOST PURPOSES

Office, 131 W. 24th St. New York

(Near all leading RR. Stations)

A SIMPLE MACHINE FOR

HIGH GRADE TIGHT LABELING

Portable Liliput Round Can Labeler Model B

Instantly adjustable, without tools, to any can between 2 to 7" diameter. Requires no labeling skill, and most elementary mechanical common sense. Capacity from 7,000 to 10,000 cans daily from two operators; half with one operator only. The cans remain sufficiently dry for immediate packing.

Adhesive applied all over surface assures tight labeling.

When writing for particulars kindly submit sample cans and labels

Jagenberg Machine Company, Inc.

PACKAGE AND LABELING MACHINES FOR MOST PURPOSES

Office, 131 W. 24th St. New York

(Near all leading RR. Stations)

REDUCED PRICES

Get in on this drive—buy these meats—reduce the living costs of the people in your community—create a trade compelling attraction. Bring the people into your store—the offering of these guaranteed meats by you will be a wonderful trade stimulator.

LOOK AT THESE PRICES:

Effective November 15th, 1920, Prices on War Department Canned Meats Are as Follows:

CORNED BEEF

No. 1 cans	15c per can
No. 2 cans	27c per can
1 lb. cans	18c can
6 lb. cans	$1.00 per can

CORNED BEEF HASH

1 lb. cans	15c per can
2 lb. cans	30c per can

ROAST BEEF

No. 1 cans	9c per can
No. 2 cans	18c per can
1 lb. cans	12c per can
2 lb. cans	24c per can
6 lb. cans	70c per can

BACON

12 lb. cans	$2.50 per can

SAUSAGE

Pork, No. 2 cans	25c per can
Vienna, No. 2 cans	25c per can

TABLE OF DISCOUNTS:

The discounts to apply on all purchases of surplus canned meats on and after November 15th, 1920, are as follows:

$250.00 to $1,000	Net
$1,001.00 to $2,500	5%
$2,501.00 to $4,000	10%
$4,001 and over	20%

On full carload lots, shipped at government expense, if value of full carload is less than $4,001.00, then 20% discount will be allowed on the value of the carload.

CUMULATIVE PURCHASES COUNT

To stimulate purchases of carload lots and to promote sales in large quantities, further discounts as follows are authorized to customers ordering or re-ordering in carload lots, the value of all purchases of canned meats made on or after November 15th, 1920, only, to be considered in connection with the scale of discounts, as follows:

When purchases reach $50,001	**24% net to prevail**
When purchases reach $100,001	**28% net to prevail**
When purchases reach $500,001	**32% net to prevail**
When purchases reach $1,000,001 and over	**35% net to prevail**

The foregoing means that the total purchase by a customer in carload lots from time to time will be taken into consideration and the proper discount applied on the sum of all the purchases, including the first carload lot.

Send Orders to Nearest

DEPOT QUARTERMASTER

at the following addresses:

New York City, 461 8th Avenue.
Boston, Mass., Army Supply Base.
Chicago, Ill., 1819 West 39th St.
Atlanta, Ga., Transportation Bldg.
San Antonio, Texas.
San Francisco, Calif.

WAR DEPARTMENT
CANNED MEATS

Buy $250.00 worth or a carload or a trainload—the more you buy the cheaper it is, and remember it is the total of all your purchases that counts in figuring up your discounts. Order—Sell—and Re-order. Then do it all over again.

ORDER, SELL AND RE-ORDER

CREDIT SALES :

Depot Quartermasters are authorized to sell surplus canned meats for cash, bankers' acceptance, or on not to exceed ninety (90) days straight credit in the commercial sense.

Credit will be extended only to those individuals, firms or charitable organizations which can establish a satisfactory credit rating (Dun's, Bradstreet's or Banks) or to Municipalities having a bona fide purchasing organization. The credit risk in each case is left to the decision of the Depot Quartermaster.

FREIGHT PREPAID

Shipments of not less than carload lots will be made at government expense to any point in the United States outside a radius of 20 miles of the point of storage from which shipment is made.

The government will not be liable for any demurrage or switching charges that may accrue after goods are loaded for shipment. Prices quoted are in all cases f.o.b. storage point, with freight prepaid, as above specified on carload lots.

SAMPLES ON REQUEST

Depot Quartermaster in your district, will on receipt of price of samples wanted and postage costs, be glad to send same to prospective purchasers in their respective zones.

GUARANTEED CONDITION

The government guarantees to deliver all meats in perfect condition. The most rigid inspection will be made of each shipment before it leaves point of storage, thus insuring full protection to all purchasers.

ORDER NOW

We respectfully suggest that immediate steps be taken by interested parties to familiarize themselves not only with the superior quality of these canned meats, but that they compare the prices herein quoted with prices for the same commodities from other sources so that they may fully realize the immensity of value to be obtained by participating in the distribution of these goods.

SURPLUS PROPERTY BRANCH

OFFICE OF THE QUARTERMASTER GENERAL

Munitions Building Washington, D. C.

System in Small Things

A package table isn't the most vital cog in the machinery of a coffee roasting and packing plant. It is just one of those little wheels which, if they are right, are never noticed but which, if they are wrong, can clog up what might otherwise be an efficient system.

What is the use of installing high priced major equipment if your production is slowed down and your system disorganized by a cheap, inadequate minor piece of equipment?

The " Monitor " package table shown above affords the greatest convenience and directly increased output. " Monitor " quality stands behind it as it does behind all our products.

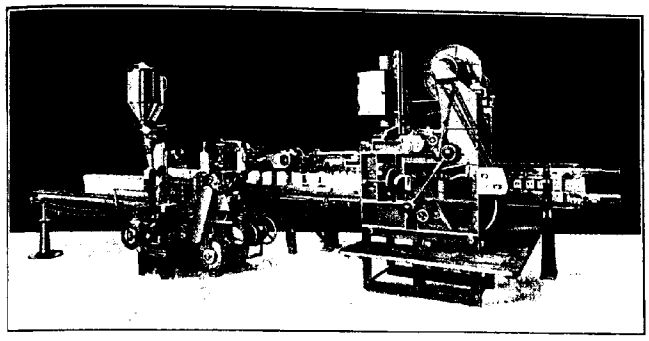
Our new catalog No. 64 describes the operation and construction of this table. Write for it now.

Huntley Manufacturing Co.

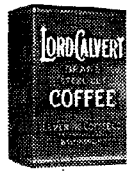
Coffee Roasting Plants Completely Equipped

Silver Creek **New York**

Canadian Plant
HUNTLEY MFG. CO., Ltd.
Tillsonburg, Ont.



Will You Profit by the Experience of the Levering Coffee Co.?



Will you install the same type of automatic packaging machinery which makes possible the Levering Coffee Company's tremendous output of from 15,000 to 18,000 packages a day from one unit? Will you replace from 15 to 40 hand operators, save much "down-weight" material and pack your product in neat, attractive, dirt-, moisture- and air-proof packages? The Levering Coffee Company's sales volume tells a big story. Pneumatic Machinery helps to make possible this story. Will you profit by it?

A representative from our nearest sales branch will call at your request.

Pneumatic Scale Corporation, Ltd.

Norfolk Downs, Mass.

BOSTON NEW YORK CHICAGO

112-13

DETERIORATION

"This was the most unkindest cut of all"

That's very easily the thought of a pound of coffee that's been subjected to the process of elimination—the ***"STEEL CUT" process.*** An operation that so impairs the palatable qualities, by ejection and loss of rich and potent parts, that the cup, which should be a delightful harmony of taste, strikes hard upon the discord of degeneracy.

Chaff-blown Coffee is Weakened Coffee

It's coffee that's lost its richest and finest grindings in winnowing the chaff; and the process is an accentuated waste of product, time and money—for which the consumer pays. The chaff of a coffee bean is not deleterious, not in the smallest degree harmful, and there's no logical reason for taking it out.

Normal Coffee Has 100 per cent. Vitality

And normal co ee must have ***absolute uniformity of grind;*** and there's lack of good reasoning in the thought of getting such nicety of output from any ordinary mill. Then again, normal coffee is the only coffee that's abundantly able to put in a telling bid for ***Increased Consumption***—a bid based on the deliciousness of Nature's own brew.

The Full Measure of COLES Development

is the standard by which other machines are judged; for these Philadelphia-made mills give ***an evenness and uniformity of grind that comes well within hailing distance of one hundred per cent. perfect.*** It's not enough to aim, you must ***HIT***; and we've always thought that simplicity, efficiency and thoroughness should hobnob in the building of a coffee mill.

Pauperized Coffee never comes from a COLES Mill

THAT'S SOMETHING TO THINK ABOUT

The Braun Company, Philadelphia

Seal
Weigh
Wrap

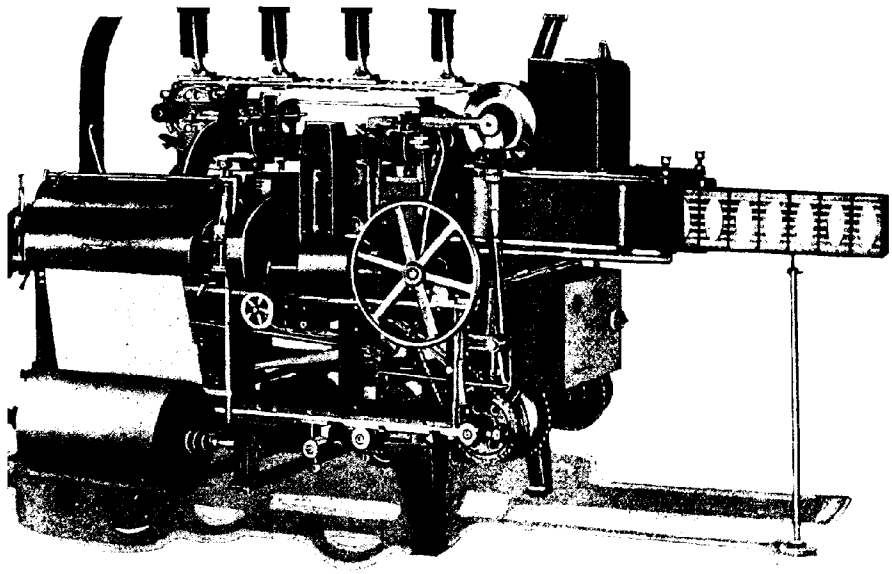
AUTOMATICALLY

With Our MACHINES

AND YOU WILL HAVE

SATISFIED

JOBBERS
DEALERS
CONSUMERS



Wax Wrapper

CONTINUOUS MOTION TYPE

The wax paper is tightly wrapped and sealed about the carton, rendering it airtight, moisture proof and sanitary.

Can be attached to any sealing machine or used independently.

Built in two sizes and is adaptable to a wide range of carton sizes.

No operator required.

OUR MACHINES WILL FIT YOUR PACKAGING NEEDS

JOHNSON AUTOMATIC SEALER CO., LTD.
BATTLE CREEK, MICH.

INDIVIDUAL
TEA BAGS

WE PACK THEM FOR THE TRADE

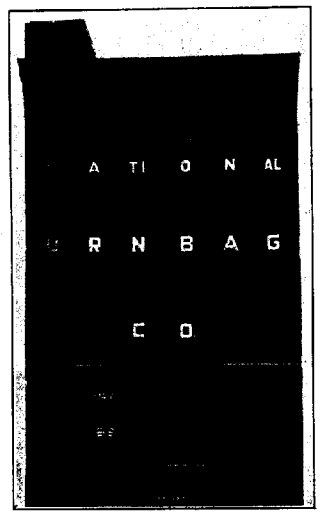
Our Facilities for Packing are Unequalled

All of the leading firms of the country ship us their teas for us to pack.

Write us to-day for our packing charges.

15,000 square feet devoted for this work insures prompt return delivery.

All tea arriving at our plant is immediately covered by fire and theft insurance.



We have the organization and an up to date plant.

Our years of experience in this line taught us how to produce the tea bag at lowest cost.

OLD WAY OF SERVING

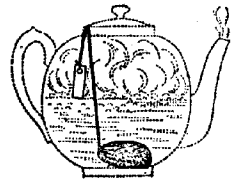
tea brewed in this way is insanitary and is not always of the same strength, also requires straining.

The cloth is thoroughly sterilized; contains no odor or chemicals to spoil the fine flavor of your tea.

The bags are large, which allows the tea leaves plenty room to expand when infusion is made.

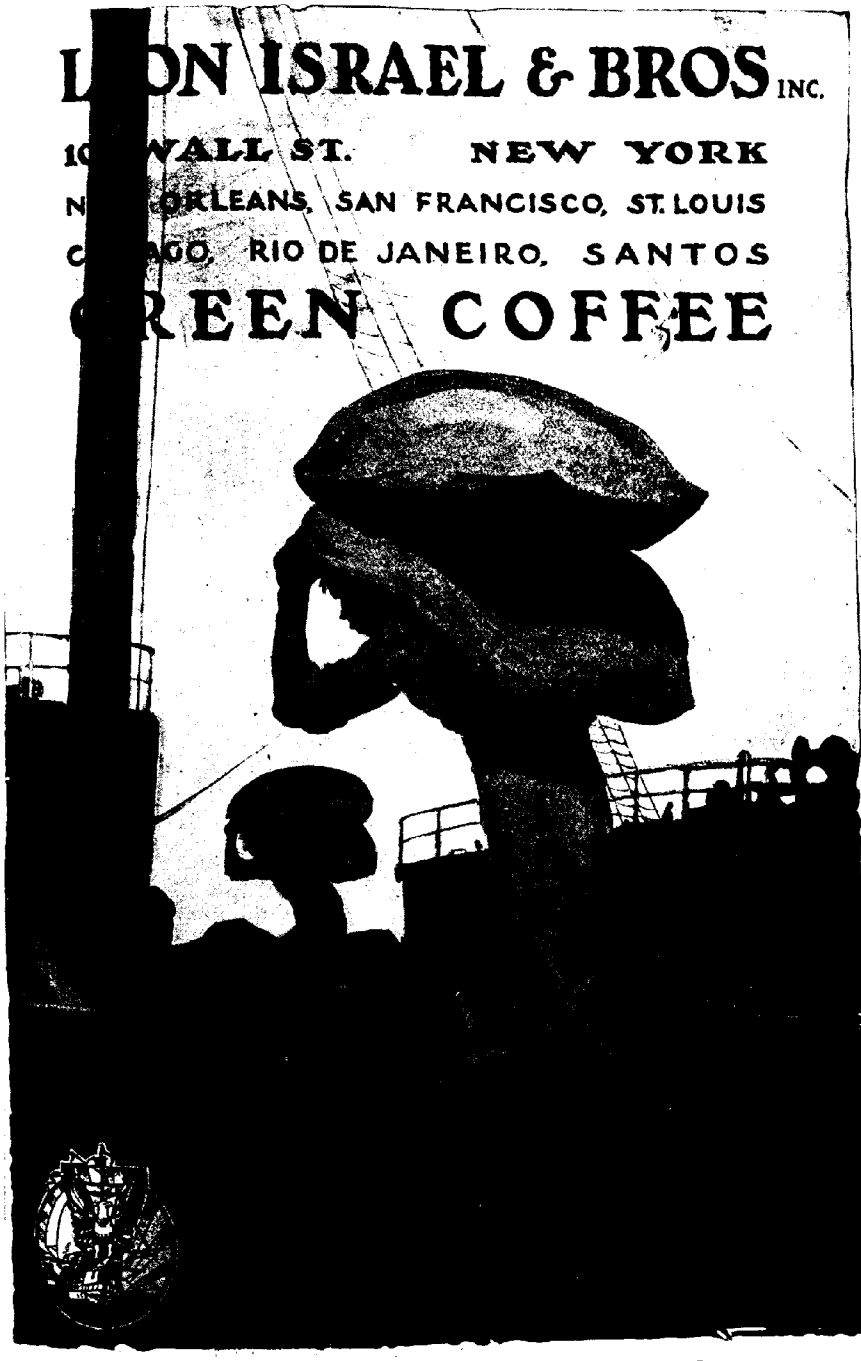
We solicit your inquiry

NATIONAL URN BAG CO.
174-176 East 104th St.
New York City

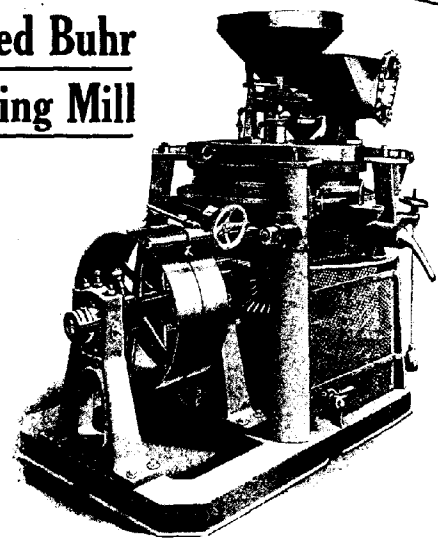


NEW WAY OF SERVING

The use of our tea bag eliminates the use of strainer and produces a brew that is sanitary, healthful and economical.


L ON ISRAEL & BROS INC.
1 WALL ST. NEW YORK
N ORLEANS, SAN FRANCISCO, ST. LOUIS
C GO, RIO DE JANEIRO, SANTOS
REEN COFFEE

The Oehmig Patented Buhr Stone Peanut Grinding Mill



COMBINES:

Long Life
Low Operating Cost
Large Capacity
Perfect Results
Ease of Operation

It is the most successful Peanut Grinding Mill built. Fourteen mills are in operation in Chicago alone.

PAUL OEHMIG & CO., 1948-54 W. Ohio St., Chicago

Originators of the Buhr Stone Process for grinding peanuts

100% EFFICIENCY

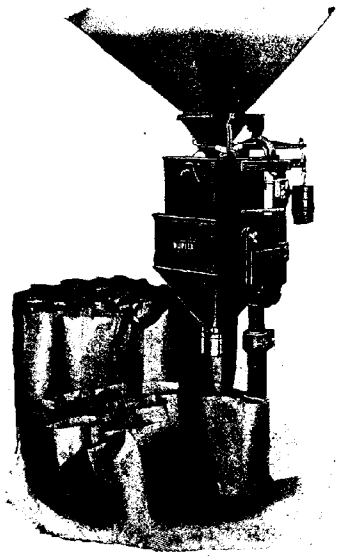
in your packaging department if you install the

DUPLEX
Automatic Net Weigher

Saves time, labor and money

Unexcelled in

Accuracy, Speed, and Reliability



Weighs accurately all free flowing materials such as coffee, sugar, rice, cornmeal, cereal, seeds, salt, etc., at the rate of 35 packages a minute.

PRICE $150.00

THIRTY DAYS' FREE TRIAL!

E. Edtbauer & Company

1121 W. Washington Blvd. Chicago, Ill.

W·R·GRACE & CO.

NEW YORK - NEW ORLEANS - SAN FRANCISCO

- - COFFEE - -

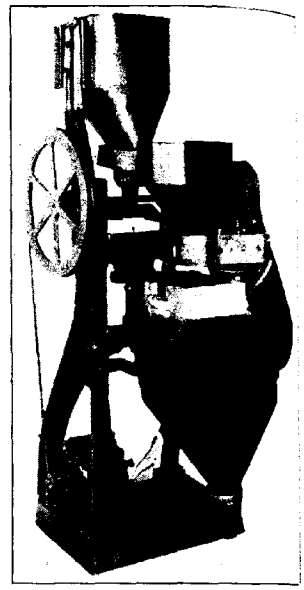
BUYING OFFICES IN ALL PRODUCING COUNTRIES

Triumph Automatic Weighers

FOR

COFFEE—TEA—RICE—SPICES

NEW IN DESIGN — SIMPLE — ACCURACY
PROVEN—STRONG—SATISFACTION
GUARANTEED



E. D. ANDERSON, Inc.

Main Office
Grand Central Terminal
New York, N. Y.

Laboratory and Works—Port Chester, N. Y.

For Fifteen Years Designers of Automatic Machinery

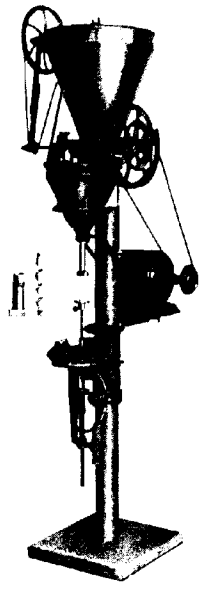
Sasco Coffee Company

81-83 Front Street New York

GREEN COFFEE EXCLUSIVELY

Correspondence Solicited with Brokers in Unoccupied Territory

FIRST CROP
JAPANS
Our teas have been selling because we have been willing to make a basis commensurate with conditions. You will find it to your interest to have our samples when you buy.
Mitsui & Co., Ltd.
Tea Department
87 Front Street, New York City, U. S. A.
Chicago Office
Dickey Building, 180 N. Dearborn St.



AUTOMATIC SPICE and COCOA PACKER

Our CLASS "A" Automatic Spice and Cocoa Packer with interchangeable filling heads, will fill your containers in a rapid, neat and sanitary manner, resulting in maximum output with minimum labor.

This machine has no equal in its efficiency for handling fine ground spices or cocoa. It can be easily and readily adjusted and interchanged from one size container to another. It will fill a one oz. spice container as well as the 8 oz. cocoa package.

Our Class "A" Packer will help every packer of fine ground or pulverized spices or cocoa to secure the maximum of efficiency in the handling of his product.

It will pay you to investigate.

Send us samples of your products and containers with full electrical specifications, and we will advise you as to best equipment.

Hoepner Automatic Scale Co.
1401-1405 W. Jackson Blvd. Chicago, Ill.

EPPENS, SMITH COMPANY

IMPORTERS AND JOBBERS

COFFEES AND TEAS

267-269-271 Washington St. 103-105-107 Warren St. 124 Front Street

NEW YORK

JAVA AND SUMATRA COFFEES

SPOT AND AFLOAT

Offering Some Choice Lots *Ask for Samples*

Carter, Macy & Company, Inc.

ESTABLISHED 1850

INTERNATIONAL TEA MERCHANTS

WE ARE PREPARED to meet all your requirements in **TEAS**, either on a **SPOT** or **IMPORT** basis. Our **WORLD-WIDE** organization keeps us well posted on all matters affecting the **TEA BUSINESS** and we shall be pleased to advise you regarding **MARKET CONDITIONS.**

WE ARE PREPARED to pack **PRIVATE LABEL PACKAGE TEAS** for our CUSTOMERS. Consult us regarding your packing problems.

WE ARE PREPARED to pack **INDIVIDUAL TEA BALLS** for the TRADE. We deliver the COMPLETED ARTICLE, containing TEA OF THE HIGHEST QUALITY to be obtained for the price, packed in sterilized gauze under the most SANITARY conditions. PRICES in accordance with quality of teas desired and quantity ordered.

WE WOULD ADVISE that you seriously consider the advisability of immediately replenishing your tea stocks. Prices at which teas are now being sold in this country are, in nearly every case, far below production cost and should prove most attractive to any foresighted and progressive merchant.

CARTER, MACY & COMPANY, INC. 美特加公司 紐約 TEAS

MAIN OFFICES
142 PEARL ST.
NEW YORK

TEA

Members of the Coffee and Sugar Exchange of New York

Cable Address "Ruffwood"

Members New Orleans Board of Trade, Limited

RUFFNER, McDOWELL & BURCH, Inc.

COFFEE and SUGAR

IMPORTING AGENTS AND BROKERS

CHICAGO 326 W. Madison St.

NEW YORK 120 Front St.

NEW ORLEANS 332 Magazine St.

SAN FRANCISCO 153 California St.

Braunling's

Braunling Coffee Company

Importers and Jobbers of

COFFEE

Genuine Bourbons are scarce and can be bought in small quantities only from Brazil. We have them for particular buyers.

96-98 Water Street New York City

Members of New York Coffee and Sugar Exchange.

Bourbons

TEA DEPARTMENT

J. ARON & COMPANY, Inc.

COFFEE IMPORTERS

416 POYDRAS STREET NEW ORLEANS, LA.

NEW CROP TEAS

Now ARRIVING from

JAPAN-CHINA-FORMOSA

CEYLON-INDIA-JAVA

At the lowest prevailing spot prices
We are always sellers

Stocks Carried in

New York—Boston—Chicago—St. Paul
Montreal—Toronto

Before Buying Ask Our Broker to Show You Samples. Our Prices Will Interest You

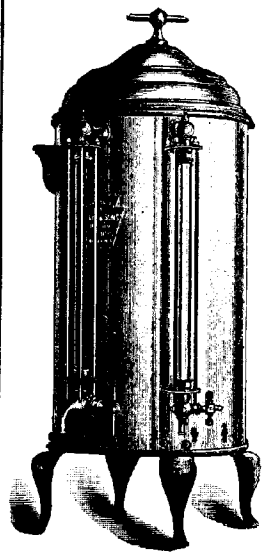
Brazilian Coffee

Mild Coffee

Your
Coffee Sales
Are Built Up By
Careful Roasting Plus
Efficient Marketing, But the
Foundation Must Be a Careful Selection of

GREEN COFFEE

S. PFEIFER & COMPANY
318 MAGAZINE STREET NEW ORLEANS



VICTOR V. CLAD COMPANY
217 and 219 South 11th Street
PHILADELPHIA, PA.

Manufacturer of

High Grade Urns

Single or in Batteries for

Coffee—Milk—Cocoa

QUALITY

SERVICE PRICE

THE WIDLAR CO.

Is Prepared to Give You All Of These

With our modern plant equipped with new specially designed machinery we are prepared to give you efficient and satisfactory service on all your orders.

Our Spice Packing capacity is a Million cans a month.

We pack under Your Own Label in a handsome lithograph can or carton.

Write Today for Samples and Prices
We Can Show You Savings On All Your Orders

THE WIDLAR COMPANY

C. W. Brand President

CLEVELAND, OHIO

Specialists in Ground Spices—Extracts—Salad Dressing—Mustard

WHAT G. Washington's COFFEE IS

IT IS THE ORIGINAL AND ONLY REFINED COFFEE.
IT IS REFINED FROM THE BEST COFFEE.
IT IS ALL OF THE COFFEE THAT IS GOOD.
IT IS ABSOLUTELY PURE COFFEE.
IT IS HEALTHFUL AND DELICIOUS.
IT DISSOLVES INSTANTLY IN HOT OR COLD WATER.
IT IS EASIEST TO MAKE.
IT IS ECONOMICAL—A POUND OF G. WASHINGTON'S COFFEE WILL MAKE AS MANY CUPS OF COFFEE AS TEN POUNDS OF ROASTED COFFEE BERRIES.
IT IS ALWAYS THE SAME IN QUALITY.
IT IS SOLD IN HANDY AIR-TIGHT CANS.

WHAT G. Washington's COFFEE IS NOT

IT IS NOT AN IMITATION.
IT IS NOT A MERE ESSENCE OR EXTRACT.
IT IS NOT EXPENSIVE.
IT IS NOT DE-NATURIZED—NOT DE-CAFFEINIZED—OR DE-ANYTHINGED.
IT IS NOT WASTEFUL.
IT IS NOT 85% CHAFF, WOODY FIBRE, OR GROUNDS.
IT IS NOT HARMFUL.
IT IS NOT NECESSARY TO "COOK"—NO COFFEE POT OR PERCOLATOR NEEDED.
IT IS NOT JUST "ANOTHER BRAND" OF COFFEE.

Originated by Mr. Washington in 1909

We are featuring G. Washington Coffee in large list of magazines and newspapers throughout the country

G. Washington Sales Co., Inc., 522 Fifth Avenue, New York City

SEYMOUR & PECK WOODEN SHIPPING DRUMS

Are Standard Containers for

Coffee, Sugar, Spices

Cocoa, Flour, Candy, Etc.

Manufactured by

SEYMOUR & PECK COMPANY, *Trustees*

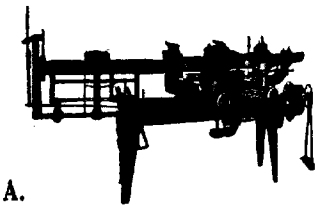
New York: 5001 Woolworth Bldg. Chicago: 917 W. 20th Pl.

45 years of continuous service to the coffee trade

The Scientific knowledge required to make good cans on a "LANGSTON" unit is embodied in the machinery. You can do the rest.

Let us show you how to make your can It's worth while

WRITE



Samuel M. Langston Co., Camden, N. J., U. S. A.

Put COFFEE in the Windows During the Holidays

COFFEE always makes an attractive window display. It is doubly appealing when combined with nuts, raisins, pop-corn and the other Christmas "specials."

Some dealers make up combination offers around the holiday season with good results. A "One-Dollar" special, including coffee and nuts, should be particularly attractive this year to the housewife. Or you may want to make a Special Offer of three or four pounds of coffee for one dollar —thus emphasizing the comparative cheapness of this "universal drink." It is surprising how such offers stimulate business.

By the way, have you joined "The Coffee Club"? It is a fast-growing national organization to teach people how to make good coffee. Write for particulars.

The official organ of The Coffee Club is also called The Coffee Club. It is first of all an organ for the distribution of information about coffee resulting from the Scientific Coffee Investigation recently begun at the Massachusetts Institute of Technology. Our intention is to make it so attractive and full of information that nobody in the coffee business can afford to be without it.

Wholesalers, dealers and salesmen who wish to receive "The Coffee Club" are requested to write for details.

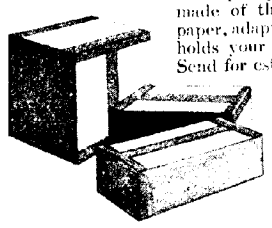
Joint Coffee Trade Publicity Committee of the United States
74 Wall Street, New York City, N. Y.

Liberty Tape gives exceptional service

either plain or printed

SHIPPERS everywhere are recognizing the value of Liberty Tape, both as an ideal carton binder and as a medium for advertising their products.

Liberty Tape is not an ordinary tape. It is made of the strongest, most durable Kraft paper, adapted to quick, easy handling. It holds your cartons in a tough, vise-like grip. Send for estimates and color designs.



LIBERTY PAPER COMPANY
52 Vanderbilt Ave. New York City
Mills: Bellows Falls, Vt.

LIBERTY TAPE

Pioneer Builders of

CANNING AND PACKAGING MACHINERY

For weighing, filling and capping square or round containers or cartons

Guaranteed speed of 100 per minute. Any package—any product. Thirty-four years practical experience.

C. T. Small Manufacturing Co.

6761 Vernon Avenue St. Louis

"Arksafe" Elastic Paper Linings

For Bags and Barrels

Absolute protection to Coffee, Rice, Sugar and Spices

SAMPLES UPON REQUEST

Arkell Safety Bag Co.

CHICAGO
14 East Jackson Boulevard

NEW YORK
120 Broadway

It's Launched and Sailing Toward Success

THERE are several million folks in this country who are fast learning what a wonderful food rice is. For the great big advertising campaign on rice has begun.

This advertising belongs to you—and to every wholesaler in America. It is popularizing a staple that you have always carried. It is increasing sales for you daily. The consumption will grow swiftly and steadily until rice is one of your fastest sellers.

Get back of your advertising. Lend your efforts to boost the sale of rice still higher. Talk rice to your retailers. Tell them to talk it to their customers.

How many women know that one cup of rice makes enough for five people? Or that there are over three hundred ways to prepare rice? Ask your dealers to pass this information along—to get their customers looking for the excellent recipes that appear in the advertisements.

Suggest window displays on rice. Put your effort behind it. Never has an unbranded, unnamed staple had the intensive work back of it that rice has. Co-operate with the advertising and enjoy the greatest results.

THE ASSOCIATED RICE MILLERS OF AMERICA, Inc.
New Orleans, La.

EAT RICE

PRIVATE LABEL

Coffees, Teas, Spices, Extracts and Grocers' Sundries

We are equipped to roast, blend and pack coffee under private label in any type of package.

We also have complete facilities for packing teas, spices, flavoring extracts and grocers' sundries. Your own brand or ours.

For over sixty years we have specialized in work of this character. Let us demonstrate our ability to take care of your requirements. Write for samples and prices.

DAVID G. EVANS COFFEE CO. - - ST. LOUIS

Established 1858

WESTFELDT BROTHERS

528 Gravier Street

NEW ORLEANS, LA.

RIORDAN, BILLARD, LAZO CO., Inc.

Importers—Exporters—Jobbers

COFFEE—SUGAR—TEA

BRANCHES
Maracaibo, Venezuela
Aden, Arabia

MAIN OFFICE
136-140 Front Street
New York

JAVA AND SUMATRA COFFEES

We represent some of the largest and most important exporters of Eastern coffees. Among our shippers are

Heybroek & Co., Amsterdam
Veth Bros., Amsterdam
Boasson & Van Overzee, Batavia & Amsterdam
Ed-Boustead & Co., London
Veth Bros., Padang
Veth Bros., Macassar
Amsterdam-Batavia Handelsvereeniging { Amsterdam / Batavia / Soerabaia
Marques Valente & Co., Bahia

It will be to your advantage to see our offerings and get our quotations. Samples upon request.

JAMES W. PHYFE & CO.

Brokers—Coffee, Spices, Tapioca, Cocoa

124 Front Street, New York

DOMINO
RICE
JACK FROST
FANCY BLUE ROSE
RICE
PACKED BY
RALPH GOLDSMITH CO
NEW ORLEANS, LA.
REX
HEAD
RICE
PACKED BY
RALPH GOLDSMITH CO
NEW ORLEANS, LA.
Absolute cleanliness assured—each carton wrapped in wax paper.
There's
GOOD MONEY
in these Good Brands
For years the Ralph Goldsmith Co. line of package rice has meant liberal profits, quick turn-overs, and sure repeats.
First sales are easy—the Domino, Jack Frost and Rex Brands of Rice are favorably known everywhere. Then the unusual quality, purity and absolute cleanliness of Ralph Goldsmith Co. products make repeat orders certain as sunrise.
Don't overlook the money-making possibilities of this line. Stock Domino, Jack Frost and Rex Brand Rice—now.
If your Jobber can't supply you—write us direct.
RALPH GOLDSMITH COMPANY
New Orleans, U. S. A.

MURAI TRADING COMPANY, Ltd.

TEA DEPARTMENT
96 FRONT ST.
NEW YORK

Successor to
MEIJI TRADING COMPANY, LTD.
(Formerly Furuya & Nishimura)

TEAS JAPAN FORMOSA OOLONG INDIA CEYLON JAVA
BEANS OILS SPICES CHILLIES GINGER

Chicago Branch
Lake-State Building

Montreal Branch
55 St. Francois Xavier St

SERVICE

Coffee Exclusively

"To those who want things done right"

G. A. PEYREFITTE
PROPRIETOR

Riverside Warehouse

Forwarding Weighing Storage

519-521-523 N. Front St. NEW ORLEANS 518-520-522 N. Fulton St.

Licensed and Bonded by } The New Orleans Board of Trade, Ltd.
also a member of }

Recent Porto Rican Experiments

proved that eight-year-old trees, which yielded 205 pounds of hulled coffee to an acre, increased their yield to 402½ pounds after an application of

Nitrate of Soda

Valuing the coffee at 15 cents a pound in Porto Rico, the use of Acid Phosphate and Nitrate of Soda made each acre's yield worth $30 more than without Nitrate.

Write for free books on coffee growing.

Dr. William S. Myers
Chilean Nitrate Committee
25 Madison Ave. New York

GRAND RAPIDS LABEL CO.
SEAL
YOUR PACKAGES
WITH OUR EXTRA ADHESIVE SEALS
ATTRACTIVE
SANITARY - ECONOMICAL
PRICES AND SKETCH SHOWING YOUR COPY GLADLY FURNISHED
GRAND RAPIDS, MICH.

Geo. F. Wiemann Co.

COFFEE

NEW YORK

IMPORTANT!

EVERY LABEL STICKS

It is just as important that your seals be of good quality and good gumming, as it is to have high grade coffee under them.

The gumming must be of a high grade to insure the firm fastening of your Package.

Again the seals have to be attractive, both in color and design, evenly cut, to guarantee an attractive Package and one that will sell your goods.

This we prove at our expense.

125 SAMPLES SENT FREE UPON REQUEST

FENTON LABEL CO INC

506-512 RACE STREET . PHILADELPHIA, PENNA.

CANS

All Tin, Fibre

Fibre Body, Tin Top and Bottom

GILLE MFG. CO., KANSAS CITY MISSOURI

S. JACKSON
NEW ORLEANS

Coffee Forwarding

Board of Trade Licensed Coffee Weigher

Main Offices:
210 PERDIDO BUILDING

The Laurel Improved Coffee Granulator and Chaff Remover

Cheapest and best machine on the market. The machine you will want to increase your sales of clean ground coffee. Write for photo and sample of the work of machine.

Used Coffee Roasting and Grinding Machinery. *Send for list.*

The Laurel Mfg. Co.
627 N.3d St., Phila., Pa.

HUNT & CO.
The Oldest Japan Tea Exporting House in the Orient

JAPAN TEA :: CHINA TEA

96 Water St., New York

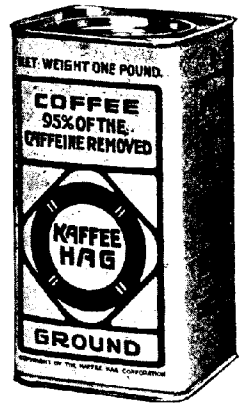
CHICAGO 222 N. Wabash Ave.
MONTREAL 3 St. Nicholas St.

Agencies in Important Cities

The Can That Attracts—Canisters

Round, square and oblong shapes. Body of fibre, thoroughly waterproofed and parchment lined inside. Tin tops and bottoms.

Practical and economical package for all dry products:—



COFFEE

TEA

BREAKFAST COCOA

SPICE

PREPARED COCOA

THE CANISTER COMPANY OF NEW JERSEY

Sales Office:
21 Battery Place, New York City

Factory:
Phillipsburg, New Jersey

COMBINATION CANS

TIN TOP – TIN BOTTOM – FIBRE SIDES

Composite cans, by long continued use, have been proven thoroughly satisfactory containers for coffee, cocoa, teas, spices, and many other products. Our containers are rigid and substantial. We make them moisture proof, grease proof, and air tight if desired. When labelled they look exactly like all tin containers.

Highest Quality– Prompt Delivery– Reasonable Prices

STANWOOD TUBE & CAN COMPANY

15 West 34th. Street New York City.

General Can Company

Sixteenth & Canal Sts.

Chicago, Ill.

Round Tin Cans

Coffee Cans a Specialty

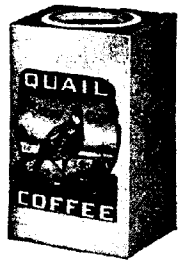
FIDELITY CAN CO.

BALTIMORE, MD.

Manufacturers of

TIN CANS AND TIN CONTAINERS

Manufacturers of BOX SHOOKS and BOXES for ALL CONTAINERS



Weis all Fibre—
Parchment Lined Containers

LET US SHOW YOU HOW TO GET THE

Highest Quality "Can"

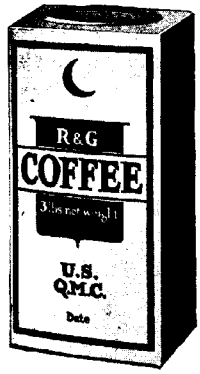
AT A PRICE THAT

Won't Make You Squirm

TESTS by particular packers show WEIS containers compare most favorably with any style can.

Send for our catalogue and sample. We will be pleased to give you information about a real high grade "can" sold at a low price.

For coffee, tea, spices, cocoa, etc. Also manufacture paraffined containers for liquid and semi liquids.



THE Weis FIBRE CONTAINER CORP.

101 FRONT STREET

MONROE, MICH., U. S. A.

COFFEE MADE SOLUBLE

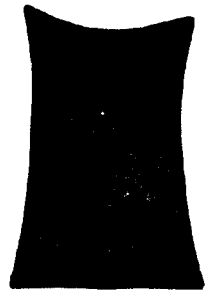
The character of your blend is retained by

OUR PROCESS

Write for particulars—giving some facts regarding requirements

Soluble Coffee Company of America

97-99 Water Street, New York



COGOLLO

The mark of one of the highest Grade Coffees Grown in Colombia, S. A.

A coffee noted for its mild and delicious flavor and unsurpassed fragrancy. Carefully picked, hulled, selected and stored under sanitary conditions.

Whether you buy "Cogollo Lavado," "Cogollo Selecto" or "Cogollo Especial," you are certain of getting a coffee of uniform quality.

For particulars apply to M. Duran, 198 Broadway, New York.

ORDER BY THE NAME "COGOLLO"

COGOLLO & CO.

Cucuta *Coffee Planters*

Rep. of Colombia, S. A.

Jardine, Matheson & Co.

LIMITED

Importers of all classes of TEA

including

CEYLONS, INDIAS AND JAVAS

63 Wall Street :: New York

OTIS A. POOLE

STRICTLY

COMMISSION BUYER

JAPAN TEAS

55 KITA BAN-CHO

SHIDZUOKA JAPAN

MAY-PA MAY-PA

Second largest selling product of its kind in the United States used for making imitation maple syrup or wherever a maple flavor is desired. Pays you a handsome profit. Write for samples and prices.

SELLERS-BROWN CO.

216 N. Wabash Ave. Chicago. 316 N. Second St. St. Louis.

REEVE & VAN RIPER

WAREHOUSEMEN

COFFEE Milling, Cleaning, Hulling, Separating and Picking

Packers of Teas in all styles. Lead packages a specialty

Storage and Weighing

46-48 WATER ST. NEW YORK

BALL GRINDING COMPANY

710 OAK STREET, KANSAS CITY, MISSOURI

Grinders of Rolls and Concaves of Coffee Grinding Machines; cones of Peanut Butter Grinding Machines; Meat Slicer Knives; Sausage Mill Knives and Plates; Printers' Paper Knives.

DENISON HARWOOD COMPANY

Coffee Importers and Roasters

341-343 River St. CHICAGO

S. CASSINELLI & CO.

221 California St. San Francisco

GREEN COFFEE

All Kinds *All Positions*

J. E. CARRET & COMPANY

Successors to JOHN O'DONOHUE'S SONS

IMPORTERS — JOBBERS

COFFEE

100 FRONT STREET NEW YORK

M. S. GOOD & CO.

Coffee and Sugar Brokers

Foreign and Domestic Letters of Credit

St. Louis

Trade Mark Service

We Have Standardized the Business

Can You Read Your Titles Clear?

—Inquire of—

Trade Mark Title Co.

Established 1905

FT. WAYNE, IND.

Washington, D. C. New York, N. Y.

Cable address: Chasapur

ALEX. H. PURCELL & CO.

Coffee Brokers

28 Old Slip, New York

Exclusive representatives in the United States for

Maurice Bloch, Lepeltier & Cia of Santos and Sao Paulo

Will be pleased to send samples of spot coffees and quotations on spots, afloats and cost and freight shipments from the source upon request.

COFFEE MADE SOLUBLE

The character of your blend is retained by

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Write for particulars—giving some facts regarding requirements

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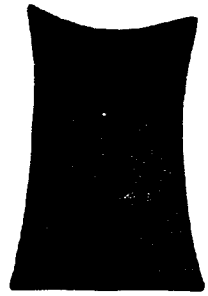

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Will be pleased to send samples of spot coffees and quotations on spots, afloats and cost and freight shipments from the source upon request.

"Your Coffee is Perfection"

—A Lover of Good Coffee

Are your customers boosting your coffee? Are they thoroughly satisfied with its drinking qualities? Do they enthuse over its "exquisite aroma," its "delightful flavor" and its "thorough deliciousness?"

Lovers of Good Coffee the country over are enthusiastically delighted with their tests of Royal System Freshly Roasted Coffee. Make your customers boost YOUR coffee by giving it to them freshly roasted. The

Royal Coffee System

with its easily operated Royal Coffee Roaster and the Royal Steel-cutting Mill will secure the enthusiastic boosting of your coffee customers and build up your coffee trade beyond your fondest hopes.

Our Advertising Campaign now running in the "American" and other national magazines is INTRODUCING Freshly Roasted Coffee. The sample packages of Freshly Roasted Coffee sent to lovers of good coffee are CONVINCING. And the users of Royal Coffee Systems are getting the full benefit of this educational campaign—for we are not in the retail coffee business.

Ask for fact figures on how to boost your coffee sales, and how a Royal Coffee System will pay for itself.

THE A. J. DEER CO. INC.

1127 West St. **Hornell, N. Y., U. S. A.**

The Blue Book of the Trade

The TEA & COFFEE TRADE JOURNAL

The Grocery Magazine De Luxe

OL. XXXIX
o. 6

For the Tea, Coffee, Spice and Fine Grocery Trades
Published on the tenth of each month at New York

DECEMBER
1920

THE NATIONAL COFFEE ROASTERS ASSOCIATION

TENTH ANNUAL CONVENTION

Statler Hotel, St. Louis, November 10-12, 1920

CARL W. BRAND
President of the National Coffee Roasters Association
1920-1921

THE CONVENTION IN A NUTSHELL

PLACE OF 1921 MEETING—TO BE ANNOUNCED LATER

NEW OFFICERS ELECTED

President, CARL W. BRAND, Cleveland

First Vice-President
J. A. FOLGER, San Francisco

Second Vice-President
R. O. MILLER, Chicago

Treasurer, CHARLES A. CLARK, Milwaukee

NEW DIRECTORS

Elected for a Three-Year Term, Succeeding Directors Whose Terms Expired:

F. J. ACH, Dayton, O.
H. B. CROPPER, Waterloo, Ia.
C. H. BUKER, Boston
FRANK ENNIS, Kansas City

SALIENT FEATURES OF THE TENTH ANNUAL CONVENTION

THE report on "Standardized Costs," by Prof. R. B. Kester, which brought forth a lively discussion and a recommendation to hold a two-day "cost convention" within the next six months.

The pledge of the national association officers and of presidents of branch and local associations to canvass the coffee roasting trade to secure more subscriptions to the advertising campaign fund.

The paper on "Terms and Discounts," by A. E. Gilster, and the resolution requesting members to send percentage comparisons of their outstandings to national headquarters for compilation and distribution to other association roasters.

The report on the activities of the N. C. R. A. Freight Forwarding Bureau, by H. J. Metcalf, and the decision to publish it in booklet form for distribution among all handlers of green coffee.

The address by Prof. Samuel C. Prescott on "Scientific Coffee Research," reporting the progress made to date and outlining future investigation.

The resolution to increase the annual membership dues from $50 to $60 for firms employing $50,000 or less capital, and from $100 to $120 for those capitalized at more than $50,000.

The resolution restricting membership in the association to individuals, firms or corporations doing a roasting and strictly wholesale coffee distributing business.

The addresses on "Association Advertising," by Charles Coolidge Parlin; "The Coffee Club," by W. B. Okie; "A Message from Brazil," by Sebastiao Sampaio; "Greetings from Brazil," by Th. Langgaard de Menezes; "Trade Practices," by William B. Colver; "Port of New Orleans," by S. Jackson.

The inauguration of the industrial exhibit idea at N. C. R. A. conventions.

The report on the national advertising campaign by Chairman Ross W. Weir in which he told of the work done during the past year, and of plans for the future.

The plan to have the Y. M. C. A. distribute copies of the coffee film to its branches to show throughout the country if the negotiations now going on result favorably.

The recommendation that the members cooperate in compiling data at regular periods that will show the invisible supply of coffee in stock in the United States, at the beginning of each month if possible.

The resolution offering cooperation to hotel men and restaurant proprietors in improving and standardizing the quality of the coffee they serve.

BIG THOUGHTS FROM THE SPEAKERS

Here Are Some Worth While Ideas Culled from the Addresses and Papers Presented at the Convention

FACTORS THAT MAKE SALES

We have as coffee roasters come to know that it is the personality of the salesman, the prestige of the house, the quality of the goods, and the prices at which they are sold, that make sales—and not the billing of goods on long, elastic terms.—PRESIDENT C. W. BRAND.

THE ADVERTISING CAMPAIGN

No doubt our advertising [campaign] was not alone responsible for the increase in the consumption of coffee. Prohibition probably helped to bring it about, but if our advertising had not begun when it did, and at the right time, and had not continued regularly since Prohibition became law, coffee consumption might have been affected adversely by the unusual prices ruling to the consumer, and we might not have made a better record than was made in the distribution of tea.—ROSS W. WEIR.

UNFAIR TRADE PRACTICES

Fair practices are the normal; unfair practices are the abnormal, and they are symptoms of a business disease or disorder.—WILLIAM B. COLVER.

THE TRUTH ABOUT COFFEE

Nothing could do the coffee trade more harm at this time than to promulgate a series of ill-digested and half proved theories; nothing can do it greater good than to have carried out a searching investigation as rigidly and cold-bloodedly as possible with the idea of finding out the truth in all phases of the problem. . . . Let us be in a position to counteract false hypotheses, omit false statements and half truths regarding coffee and its effects on the consumer and establish so far as possible the real, whole truth. It is increasingly apparent that it will only be necessary to lay all the facts which we can obtain by investigation before the consuming public to establish a confidence and belief in coffee which will be quickly reflected in its increased use.—PROF. S. C. PRESCOTT.

ON ADVERTISING

Frankly, it is very easy to get 100,000,000 people to go out and knock coffee—very easy for them to go out and say it is bad for the health, but it is very difficult, gentlemen, to get 100,000,000 people, or even a very small intelligent part of them that read, to go out and say a good word in behalf of it. Let us bear that in mind in advertising. Advertising, we used to think, was a problem of reaching 100,000,000 people. We know better now. Advertising is the problem of selling a limited number of people that read and think. If you gentlemen do as I have done and go and rap at every door in the village, you will find they don't read anything; you can't sell them. A lot of other people read and don't know what they read. You can't sell them either. Here and there is a person with a look in his eye that says he gets something from the printed page which he puts into action and into words when he goes out. That is the limited market you sell. You sell them and they sell the rest.—C. C. PARLIN.

SELLING THE CAMPAIGN

Making a large advertising appropriation, preparing wonderful copy, employing the finest artist to paint the most appropriate picture to illustrate that copy, carefully typesetting of the advertising message by the most experienced and best qualified typographers, and then losing sight of the need to merchandise it to the trade, might be likened to a motorist who in his efforts to get the maximum power out of his machine gives all his attention to the motor, but forgets to grease his transmission.—W. B. OKIE.

ON SHORTER TERMS

The time has come when we must see the wisdom of doing business on shorter terms. The very fact that a great many jobbers have for a number of years been able to extend their businesses by having shorter terms, and collecting their bills more closely than others, demonstrates very clearly that where there is a will there is a way.—A. E. GILSTER.

COFFEE QUALITY

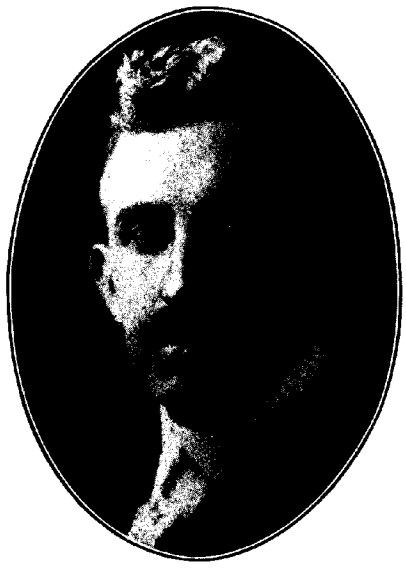
If the average American drinks one cup and a half a day of such coffee as the average restaurant serves, and the average housewife makes, he will drink at least three cups a day when we have succeeded in teaching restaurants and housewives to make coffee the right way.—T. L. DE MENEZES.

ON LACK OF INTEREST

There isn't a roaster in the country that cannot afford the one cent a bag that we have asked for. If we haven't got that much interest in promoting our own product, then may the Lord of us all have mercy on our souls!—PRESIDENT C. W. BRAND

J. A. FOLGER, SAN FRANCISCO
First Vice-President

R. O. MILLER, CHICAGO
Second Vice-President



CHARLES A. CLARK, MILWAUKEE
Treasurer

FELIX COSTE, NEW YORK
Manager

EXECUTIVES, NATIONAL COFFEE ROASTERS ASSOCIATION, 1920-21

ROASTERS DISCUSS TRADE PROBLEMS

¶ The Tenth Annual Convention of the National Coffee Roasters Association developed into one of the most important trade conferences ever held by this organization. ¶Scientific cost finding, short terms and discounts, the activities of N. C. R. A. freight forwarding bureau, laboratory research in behalf of coffee, and the national advertising campaign were the features of the convention deliberations.

THE tendency which the National Coffee Roasters Association has shown in recent years to make its annual gatherings strictly business affairs was more pronounced at the tenth annual convention in St. Louis, November 10-12, than at any previous meeting. Almost every moment of the three-days' sessions was devoted to addresses and discussions concerning trade problems and betterments.

Though the program included such important subjects as reports on the national advertising campaign to date and plans for the next year; on the scientific cost of doing a wholesale coffee roasting and distributing business; on the advantages of shorter terms and discounts; on the activities and economies of the association freight forwarding bureau; on scientific coffee research; on the industrial situation and the outlook, and other matters of importance to all members of the coffee roasting trade, the attendance was disappointing. Only about 97 member firms were represented, out of a membership of some 310. About an equal number of non-member companies had one or more representatives in attendance.

As at the 1919 convention, the chief interest seemed to center around the advertising campaign, shorter terms and discounts, and the cost of doing business. Research into the chemistry of coffee held the attention of the delegates, but the investigation has not proceeded far enough as yet to develop convention discussion. Many roasters, as well as other green coffee handlers, gave evidence of a keen interest in the N. C. R. A. Freight Forwarding Bureau. The report on its activities was considered to be so important that it was decided to have the report published in booklet form for distribution among roasters and coffee handlers.

A feature of this year's convention was the inauguration of the industrial idea. There were twenty-five supply firms displaying their wares, and many of them reported a good business done. Some exhibitors said they thought, however, that it would have been better if a part of the day time had been set apart to allow association members time to examine the displays, and also that the exhibition room ought to have been on the same floor as the convention room.

Among the other things done at the convention were: The recommendation that members cooperate in determining the invisible supply of coffee in the United States at stated periods; the increasing of annual dues from $50 to $60 for members having $50,000 or less capitalization, and from $100 to $120 for firms having over $50,000 capital; the restricting of membership to purely wholesale coffee roasters and distribut-

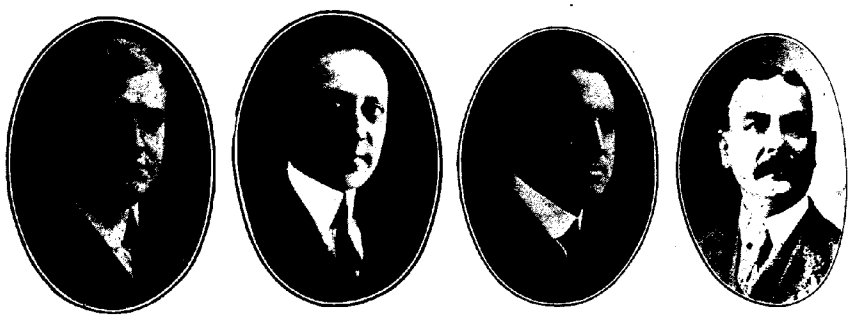
F. J. ACH
Dayton

H. B. CROPPER
Waterloo, Ia.

FRANK ENNIS
Kansas City

C. H. BUKER
Boston

NEW MEMBERS OF THE BOARD OF DIRECTORS, ELECTED FOR THREE YEARS



OSCAR REMMER
Chicago

LAZ ARON
New Orleans

B. L. HALLIGAN
Iowa State

WM. FISHER
St. Louis

SOME BRANCH ASSOCIATION PRESIDENTS IN ATTENDANCE

ers; and the offering of cooperation to hotel men and restaurant keepers in standardizing and improving their coffee beverages.

The St. Louis meeting may also be said to be notable as having violated association precedent by unanimously electing Carl W. Brand president for the third consecutive term.

The complete report of the proceedings of the three days' convention, presented herewith, has been carefully edited with a view to the exclusion of relatively unimportant matter in order to facilitate quick reading.

THE MEETINGS IN DETAIL

A Chronological Record of the Important Happenings at the Regular Convention Sessions

HERE follows a running story of the principal happenings at the convention sessions open to the press and public, arranged in sequence as to their occurrence:

THE FIRST DAY'S MEETING

President Carl W. Brand, presiding officer, called the convention to order at 10:45 Wednesday morning, November 12. The invocation was omitted because of the absence of Rabbi Leon Harrison, who was to have delivered it. The Hon. Henry W. Kiel, Mayor of St. Louis, delivered the address of welcome.

President Brand then read his annual report in which, after a short resume of the history of the organization, he sketched the work done by the Association during the last year, and urged that the members get behind the advertising campaign. He predicted better times in the coffee trade and asked for a greater display of association spirit. The report appears on page 706 in this issue.

The appointment of the following committees was next announced by the president:

Nominating—F. J. Ach, Dayton; L. Boardman, Camden, N. J.; C. C. Stowell, Cincinnati; H. B. Cropper, Waterloo, Iowa; G. E. Dieckenthaler, New York; Robert M. Forbes, St. Louis; Willabald Hoffman, Milwaukee; C. E. Wyman, St. Paul; Oscar Remmer, Chicago; C. H. Baker, Boston; Ben Casanas, New Orleans; Geo. W. Smith, Kansas City; J. A. Folger, San Francisco; W. L. Myatt, Denver; F. T. Fischer, Seattle; E. C. Joannes, Los Angeles. Mr. Ach was chairman of this committee.

Resolutions—J. E. Maury, Memphis; John Witherspoon, Fort Smith, Ark.; W. N. Gates, Indianapolis; J. M. McFadden, Dubuque; S. A. Schonbrunn, New York; O. G. Stoffregen, St. Louis; C. A. Clark, Milwaukee; F. P. Simms, Duluth; R. O. Miller, Chicago; C. H. Baker, Boston; J. W. Reily, New Orleans; J. T. Davis, Kansas City; C. H. Bain, San Francisco; W. J. Spray, Denver; Dwight Edwards, Portland, Ore.; J. A. Brahney, Cleveland.

Credentials—M. H. Gasser, Toledo; R. O. Miller, Chicago; Robert Meyer, St. Louis.

Press—Wm. Fisher, St. Louis; F. J. Ach, Dayton; Robert Forbes, St. Louis.

Next Convention—Frank Ennis, Kansas City; B. C. Casanas, New Orleans; Walter Petring, St. Louis.

President Brand called attention to the exhibits which were presented by twenty-five firms on the floor above the convention hall and asked that the members visit them.

The morning session was brought to a close with the announcement of the meetings of the committees.

AFTERNOON SESSION

The afternoon session was begun at 2:20 and the first topic was the national coffee advertising campaign. Secretary Coste announced that although Ross W. Weir, of Ross W. Weir,

k, New York, chairman of the Joint Coffee rade Publicity Committee, was recovering cely from his recent illness he felt that Mr. er was still too weak to permit of his attend- the convention. Mr. Coste, therefore, read Weir's report. He told of the growing in- rest in coffee on the part of the public and the ess; the increased consumption of coffee, the rmation of the Coffee Club, the beginning of ffee research, the more pronounced reference Brazil in the advertising copy and the rea- ns for it, the decision to distribute the news- per advertising so that it favors sections rep- sented by subscriptions, and the plans for the ming year. He closed the report with a plea r financial support for the campaign. (See ge 710.)

J. O. Cheek, of the Cheek-Neal Coffee Co., shville, moved that a copy of this report be nt to every roaster in the country. The mo- on was carried.

Next Prof. Samuel C. Prescott, of the Massa- usetts Institute of Technology, reported on cientific Coffee Research. He traced the work ne from its inception in June, 1920, to the esent time; and then reviewed the study of the erature which had been taken up. Prof. Pres- tt praised the work done by the committee on ffee coffee making, headed by Edward Aborn, Arnold & Aborn, New York. (See page 716.)

At the conclusion of this talk, President Brand nounced that C. C. Parlin, of the Curtis Pub- hing Co., Philadelphia, who was to have de- ered an address on association advertising had en detained, but that he expected to be present Thursday.

The President then suggested that, inasmuch it was the first convention in his memory in hich Mr. Weir, chairman of the Joint Coffee Trade Publicity Committee, was absent, the Resolutions Committee be instructed to draw up and send a telegram to Mr. Weir expressing regret that he was unable to attend, and to extend the thanks and appreciation of the association for his "enthusiastic and earnest endeavors in the national coffee advertising campaign." This was done, and before the convention closed a telegram of thanks was received from Mr. Weir.

Mr. Brand then read a telegram from Louis Gray, of Arbuckle Bros., New York, and one from D. H. Hoffman, of the Southern Coffee Mills, Inc., New Orleans, expressing regret at their inability to be present.

The next paper was read by W. B. Okie (see page 770), of N. W. Ayer & Son, Philadelphia. While it was being read souvenir portfolios of the committee's advertising were given to the members. Mr. Okie told something of the advertising copy to be used in the next six months. He emphasized the fact that no matter how good the advertising was, the individual members must get their salesmen to tie up to it. He showed how the Coffee Club could be made the unifying factor in linking together the roaster, the wholesaler, the salesman, and the retailer to increase the consumption of coffee.

At the conclusion of Mr. Okie's paper, President Brand expressed the hope that before the convention ended, that instead of there being only 175 coffee roaster contributors to the publicity campaign fund every member would become a subscriber. Mr. Cheek then expressed his admiration for the work the Publicity Committee has done and is doing, and praised N. W. Ayer & Son for their part in the campaign.

President Brand then called upon F. J. Ach, of the Canby, Ach & Canby Co., Dayton, for a

P. C. CASANAS
New Orleans
Former President

M. H. GASSER
Toledo, O.
Former Treasurer

LEWIS SHERMAN, JR.
Milwaukee
Former Treasurer

ROBERT M. FORBES
St. Louis
Former Vice-President

SOME EX-SERVICE MEN OF THE NATIONAL ROASTERS' ASSOCIATION

J. M. McFADDEN
Dubuque, Ia.

A. J. DANNEMILLER
New York

J. O. CHEEK
Nashville

EDWARD ABORN
New York

PROMINENT LEADERS IN THE AFFAIRS OF THE ASSOCIATION

few extemporaneous remarks. After expressing his gratification at the chance to say something, the "poet laureate" of the N. C. R. A. read his latest offering, called "Smile, Darn You." This will be found on page 726.

Mr. Brand then announced that H. J. Metcalf, in charge of the N. C. R. A. Freight Forwarding Bureau, at New York, would be at a table in the rear of the hall during the convention, and would be glad to confer with any of the members.

The next paper, a Message from Brazil, was read by Sebastiao Sampaio, commercial attaché to the Brazilian Embassy at Washington. A report of this will be found on page 774.

Wm. Fisher, of the C. F. Blanke Tea & Coffee Co., St. Louis, expressed the appreciation of the St. Louis Coffee Roasters' Association for Mr. Sampaio's coming to St. Louis to deliver the address, and testified to the hearty co-operation given to the St. Louis coffee roasters by him when he was stationed in St. Louis.

Following Mr. Fisher's remarks, President Brand introduced "the Brazilian-American—Teddy Menezes." Mr. Menezes, who is the American representative of the Sociedade Promotora da Defeza do Café, expressed the approval of the Sociedade as to the way in which the advertising campaign was being conducted. He told something of crop predictions in Brazil and then expressed the thanks of the State of Sao Paulo to Mr. Weir for the work he has done for coffee propaganda. His remarks will be found on page 772.

President Brand then announced that A. M. Torres, Brazilian Consul to St. Louis, was present and would say a few words. Mr. Torres spoke on the situation in Brazil and the reasons which have in his opinion caused such surprising fluctuations in the coffee market in the last two years. He advocated the creating of international coffee exchanges at the main importing and exporting markets. (See page 778.)

At the close of this address President Brand said that he had had an idea in mind for some time and he wished to present it to the members to think over and to take action on later if it pleased them. The idea was to pick out some reliable auditing firm and ask the members of the N. C. R. A. to submit monthly, quarterly or semi-annual reports to that auditing concern showing their spot stocks, the figures not to be made public to the roasters—merely the totals to be given out. He admitted that it would be impossible to get the data showing the total invisible supply, but said that after a certain period, one set of figures could be compared with another set and so give a very accurate gauge of the increase or decrease of the total invisible supply.

After some discussion it was decided not to hold the executive session scheduled for eight o'clock that evening.

Just before the adjournment of the meeting President Brand said that Secretary Coste would like to make an announcement concerning the coffee film. Mr. Coste said that the Joint Trade Committee had had a great deal of trouble with the film because the company which had made it had broken its agreements with the Committee several times. Now the management of the film company has been changed and things are progressing more rapidly. Negotiations are under way with the Y. M. C. A. to take over a number of the films to show throughout the country at a very low charge to the Committee, about $25 for each film.

Immediately after adjournment the film was

wn on a large screen at the front of the con-tion hall.

THE SECOND DAY'S MEETING

After calling the meeting to order at 10:20 m., President Brand introduced William B. lver, calling attention to the fact that it was Colver's first public appearance since his gnation from the Federal Trade Commission. Colver enumerated and discussed a num- of the principal unfair trade practises. A st of his address appears farther on in this e.

At the close of Mr. Colver's talk, President and announced that the scheduled discussion uld be omitted and then introduced George Simmons, vice president of the Simmons rdware Company, St. Louis, who talked on the ustrial situation. Mr. Simmons gave a very eresting account of his trip through Russia as epresentative of the American Red Cross.

President Brand next introduced Charles Cool- Parlin, director of the department of com-rcial research of the Curtis Publishing Com-y, Philadelphia. Mr. Parlin's subject was as-ciation advertising, and he told of what other ociations were doing in the way of advertising l what results had been attained. Then he nt on to coffee advertising and its particular blems. His talk was illustrated with about nty-three charts, and is printed in part on e 732.

At the conclusion of Mr. Parlin's address, esident Brand asked for more contributions to advertising campaign, saying, in part: 'oasters and brokers and green coffee men, if leave this convention without signing one of se subscription blanks, I say you are pikers!" The meeting then adjourned.

AFTERNOON SESSION

The afternoon session was begun at 2:30.

The first speaker was George W. Gardiner, vice president of the Union Trust Co., Providence, R. I., whose subject was "The Financial Situation." He explained the attitude of the banks in regard to loans. He advised cheerfulness as to the future and confidence in the nation. Excerpts from his paper appear on page 780.

At the close of Mr. Gardiner's address, A. E. Gilster, vice president and treasurer of the Amos-James Grocery Company, St. Louis, spoke on "Terms and Discounts," as shown in a digest on page 731. Mr. Gilster, in addition to being vice president and treasurer, is also head of the coffee department of his company.

Following this, Raymond F. McNally, vice president of the National Bank of Commerce, St. Louis, spoke on trade acceptances. At the close of his address, a short discussion was held, in which it was pointed out by Mr. McNally that trade acceptances were not only cheaper, but safer than promissory notes. A digest of his remarks appears on page 784.

The discussion of the terms and discounts called for by the program was postponed until the next day.

President Brand next announced that three cities—Colorado Springs, New York and San Francisco—had applied for the 1921 convention and that the Convention Committee would like to have an expression of opinion from the members as to their preference. Questionnaires were passed to the members asking whether they would attend the next convention if it was to be held in Colorado Springs, if they would attend if it was held in New York, and if they would attend if it was held in San Francisco. President Brand also asked that they mark at the bottom of the sheet the month in which they

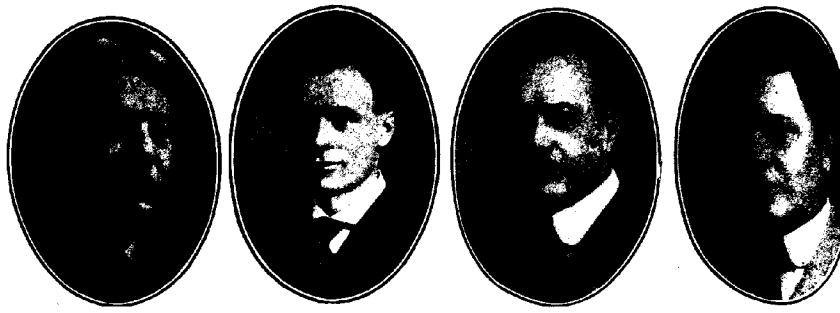
T. E. JAMISON
Roanoke, Va.

CHARLES H. BAIN
San Francisco

A. S. BRASEN
Chicago

ROBERT MEYER
St. Louis

WELL-KNOWN WORKERS IN BEHALF OF ASSOCIATION BETTERMENT



C. E. WYMAN
Nominating
St. Paul

W. L. MYATT
Nominating
Denver

E. C. JOANNES
Nominating
Los Angeles

JOHN WITHERSPOON
Resolutions
Fort Smith, Ark.

ROASTERS WHO SERVED ON IMPORTANT CONVENTION COMMITTEES

would prefer to have the Convention as there had been some criticism of its being held in November. He then asked for a presentation of the claims of those wishing the convention at Colorado Springs. W. L. Myatt, of the Morey Mercantile Co., Denver, said that it was the feeling of the members of his branch that a convention should be held in the West. Their idea was to hold the convention about September 7, 8 and 9, thus affording the attending members an opportunity to spend the rest of the month in Colorado as a vacation. He spoke of the vacation possibilities of the state and closed by reading Arthur Chapman's poem, "Out Where the West Begins."

Edward Aborn, speaking in behalf of New York City, said that the next conention should have a large attendance and that more members would attend in his city than in either of the others.

C. H. Bain, of Hills Bros., San Francisco, then extended an invitation from the California Association to hold the convention in his city. He reminded the members that conventions had been held in New York, Chicago, St. Louis and New Orleans, and said that San Francisco ranked with them as a city of coffee importance.

J. A. Folger, of J. A. Folger Co., San Francisco, then asked F. L. Cheek, of Nashville, to give his opinion of the Pacific Coast. Mr. Cheek praised Colorado Springs and New York, but awarded the palm to San Francisco.

E. C. Joannes, of the Joannes Bros. Co., Los Angeles, spoke of the good effect a Pacific Coast convention would have in the way of gaining new members and additional contributions to the advertising campaign.

While the ballots showed San Francisco had a majority, it is thought it is unlikely that the 1921-22 convention will be held there.

THE THIRD DAY'S MEETING

The third day's meeting opened at 10:30 A. M. President Brand said that for some time past the Association has had work under way to get something done toward standardized costs. He then introduced Prof. R. B. Kester, director of the School of Business, Columbia University, New York, whose topic was "Standardized Costs." Prof. Kester first read a short formal paper defining the term "standardized costs" and what it did and did not mean, and then gave an informal talk concerning the work that has been carried on during the past year in the effort toward a standardized cost system in the Association. At the request of some of the members a blackboard was placed in the front part of the hall and the latter part of Prof. Kester's talk was charted out as he gave it. Many of the members took part in the discussion. This is printed in full beginning page 738.

At the conclusion of the discussion T. E. Jamison, of the Roanoke Coffee and Spice Co., Roanoke, Va., chairman of the Cost Research Committee, impressed upon the members that neither Prof. Kester nor Columbia University were interested in the financial standing of any firm, and therefore all reports would be treated as strictly confidential.

President Brand said that he would like to see the Association recommend a two-day convention to consider nothing but costs. He then announced that the executive session, which was to have been held next, would be postponed until 1:30 p. m., and adjourned the meeting.

AFTERNOON SESSION

After the executive session, in which a more

...idential discussion of present day costs was ...by F. J. Ach, the regular session opened at ...M. The first topic was the discussion of terms ...d discounts.

Charles A. Clark, of the Clark & Host Co., ...lwaukee, said that, following a talk by Presi... ...nt Brand before his local association on thirty-... terms, Milwaukee had adopted them and had ...d great success in operating on that basis.

F. E. Norwine, of the Norwine Coffee Co., St. ..., said, in part:

"In 1917 we were on sixty-day terms in my ...ce. During that year we had an average out...ding of 186% of a month's business. We ...anged our terms to thirty days in the spring ...1918 and for the year of 1918 our outstanding ...ounts were 117% of a month's business. Dur...g 1920, or the ten months which have just ...sed, our outstanding accounts averaged 98.9% ... month's business, which is about twenty-... days' business on the books. Taking a ...pital of $150,000, on which you can safely ex...ct to do $100,000 a month business or $1,200,000 ...ear, figure the saving on your outstanding ...ounts, using the monthly $100,000 business; ...1917 we would have had outstanding $186,000. ...1920 we would have had outstanding on the ...me monthly business $98,900,—a saving in out...nding accounts of $87,000. Money is worth ...today. Compare 7% on $87,000 and you will ...a saving from that feature alone of $6,090. ...saving from the standpoint of bad accounts ...80%, perhaps considerably more, because we ...always found that our losses came from ...se men to whom we extended more than one ...—the habitual slow ones; so it is safe also ...estimate that our savings in losses approximate ...-fourth of one per cent on an annual business ...$1,200,000, which is an additional $3,000. Add ...$3,000 savings in bad accounts to the $6,000 ...ing in interest and it makes a total of $9,000. ...ure that you have made no money whatever ...ing the year except this particular saving ...d you will find that you have made 6% interest ...your money invested of $150,000 capital."

James O'Rourke, of the E. R. Godfrey & Sons Co., Milwaukee, reported that everybody in Wisconsin is on thirty-day terms and there has been no trouble.

F. T. Fischer, Seattle, said that practically all the roasters in Washington State were on the thirty-day basis. He also stated that all but about 5% had lowered their discount 1% fifteen days.

E. C. Joannes stated that practically all the Los Angeles roasters were on 2% thirty-day terms, although competition did not as yet permit strict adherence to this.

C. H. Bain admitted that San Francisco roasters had been lax in the matter of adopting thirty-day terms, but that he felt that most of them were in line. They are handicapped by the fact that three or four prominent firms refuse to adopt the shorter period. In regard to discounts, Mr. Bain said that they had not been able to see their way clear to adopt the fifteen-day period. The distance of a great many of the customers from San Francisco, and the fact that it often took from four to six weeks for the goods to reach their destination and from four to six days for first class mail to go through, precluded any shortening of the discount time allotment. In response to a question of Mr. Coste, he said that there was no question about the California Association's adopting thirty-day terms but very little hope of a fifteen day period.

W. L. Myatt reported that in Colorado all strictly coffee roasters are on a thirty-day, 2% ten-day basis but that the wholesale grocers and jobbers are on a sixty-day basis with 1% ten days on sixty-days goods and 2% ten days on thirty-day goods.

F. T. Fischer said in reference to the long distance shipments spoken of by Mr. Bain that in

Ross W. Weir
New York Roaster

George S. Wright
Boston Roaster

William Bayne, Jr.
New York Importer

Carl Stoffregen
New York Importer

F. J. Ach, Dayton Roaster (See page 697), is the Fifth Member of the Committee

MEMBERS OF THE JOINT COFFEE TRADE PUBLICITY COMMITTEE

JOHN E. KING
Detroit

L. G. ZINSMEISTER
Louisville

JAMES O'ROURKE
Milwaukee

R. W. McCREA
Marshalltown, Ia.

ENTHUSIASTIC WORKERS IN THE CAUSE OF THE ASSOCIATION

Seattle it was the custom to allow discount on shipments to Alaska, for example, if the customer paid by return steamer, and in that way get around the discount difficulty in isolated districts.

Frank Ennis, of the Ennis-Hanley-Blackburn Coffee Co., Kansas City, reported that the roasters of his city were practically all on thirty-day terms with 2% discount in ten days. In reply to a question by Mr. Bain as to whether the ten-day rule was strictly adhered to, Mr. Ennis said that it was not because a good many of the customers bought perhaps three times a week and the salesmen collected all the bills when they went around the next time but if the customer does not pay the bill in full after the first trip around he does not get any discount.

Dwight Edwards, of the Dwight Edwards Co., Portland, Ore., reported that the Portland roasters all agree that if San Francisco would go on a thirty-day net basis, discountable in fifteen days, they would do likewise. They are now on 2% thirty days, sixty days net.

William Fisher, St. Louis, announced that his firm for a year and a half has been on thirty days 1% ten-day terms, although in the city 2% ten days is given.

President Brand said that his firm went to thirty days about two years ago and over a year ago went to 1% on everything sold.

Oscar Remmer, of Sprague, Warner & Co., Chicago, reported that there was diversity of opinion in his city—only about a half dozen firms bill thirty days, the larger houses being on sixty days 2% ten-day terms, although the situation looks encouraging. In answer to questions he stated that the ten-day discount period was strictly adhered to.

C. H. Bain, San Francisco, stated that the trouble with the ten or fifteen-day discount was that there were too many exceptions allowed. It was his belief that if the shorter period was adopted it should be enforced in all cases.

J. T. Griffin, of the Griffin Grocery Co., McAlester, Okla., said that the Oklahoma roasters and wholesale grocers are all on thirty days.

Edward Aborn, New York, reported that practically all the New York roasters that do business around New York City at all have thirty-day terms.

Secretary Coste said that New England is on a strictly thirty-day basis.

President Brand closed the discussion by predicting that 1% discount would come in the coffee industry, just as thirty-day terms have come. He then introduced S. Jackson, coffee forwarder, New Orleans, whose topic was "Freight Forwarding at the Port of New Orleans." See page 782.

Mr. Jackson said that under agreement with the Board of Port Commissioners the entire Poydras Street dock with a space of 140,000 square feet would again be alloted to coffee. The same agreement also provides for enlargements which will bring the total area of the dock for coffee up to 244,800 square feet. The special dock tax is 2c per bag.

At the conclusion of Mr. Jackson's paper, Secretary Coste read the following telegram from Ross Weir:

"My warmest thanks, also deep appreciation of the tenor of your wire received this morning. It has been a real pleasure to me and to my associates on the Committee to be of aid in furthering the increased consumption of the article in which we are all interested. It is with deep regret that I am not able to be with you at this convention. My heartiest greetings to all in attendance. Also best wishes that the meeting may be the most successful one held in the annals of the Association"

Secretary Coste then read the report of H. J. Ch[illegible] of the New York Freight Forwarding Com[illegible] on the work done and the plans for the fu[illegible]. It was decided that inasmuch as the in[illegible]mation contained in the report was so important it should be printed and distributed in pa[illegible]let form to all roasters and other handlers of green coffee. At the suggestion of Mr. Ach, Mr. Metcalf rose so that the members might know him. The report appears on page 712.

Secretary Coste read a telegram from the Colorado Manufacturers' Association inviting the N. C. R. A. to hold the next convention in Colorado. He then announced that a check of the votes for the next convention city gave San Francisco 43, New York 36, and Colorado Springs 1. It had already been decided, however, to send the referendum by mail on the time and place of the next convention to the entire membership.

President Brand dispensed with the roll call. It was decided to approve the minutes of the last meeting without having them read. The report of the treasurer will be mailed to the members.

The next business in order was the report of the Resolutions Committee. The resolutions adopted will be found in the opposite column. The motion increasing the dues, which involved an amendment to the By-laws and therefore required a two-thirds vote of the members present, was passed by the necessary number of votes. The resolution restricting membership to roasters doing a strictly wholesale business aroused some discussion in the course of which it was made clear that retailers who are already members of the association would not be affected by this ruling and that it would not affect the dispensers selling restaurants, hotels, commissaries, etc. A number of those present felt that they could not sell their customers and at the same time have them know everything that they were doing. Two resolutions, one dealing with protection against price decline and one with the determination of the percentage of profit necessary to obtain on the volume of business to cover expenses, were referred to the incoming Executive Committee.

F. J. Ach then read the report of the Nominating Committee, presenting the following names for officers for the next year: President, C. W. Brand; Cleveland; first vice-president, J. A. Folger, San Francisco; second vice-president, R. A. Miller, Chicago; treasurer, Chas. A. Clark, Milwaukee; for four directors to succeed those whose terms expired: F. J. Ach, Dayton; H. B. Hopper, Waterloo, Ia.; C. H. Buker, Boston, and Frank Ennis, Kansas City. The Secretary was instructed to cast a unanimous ballot. The convention then adjourned sine die.

RESOLUTIONS ADOPTED

Here are the more important resolutions reported by the resolutions committee and adopted in open convention:

THANKING THE OFFICERS AND EXECUTIVES

Resolved, That we, the members of the National Coffee Roasters Association, wish to express to the officers and to the Executive Committee of this Association our deep appreciation of the work that they have done during the past year for the benefit of us all; that this sense of appreciation is increased because we know that many times these officers and the Executive Committee have neglected their own affairs to give their time to the common good of all of us, the Coffee Roasters of the United States.

COMMENDING MANAGER COSTE

Resolved, That the enthusiastic and efficient work done by our Manager, Mr. Felix Coste, during the past year, deserves the commendation of every member of this Association, and that we officially desire to express to him our high regard for his services and wish to assure him of our willingness to cooperate with him to the fullest extent in the prosecution of his duties during the coming year.

APPRECIATION FOR BRAZILIAN SPEAKERS

WHEREAS, This Tenth Annual Convention of the National Coffee Roasters Association has been highly honored by the addresses made by Hon. Sebastião Sampaio, Commercial Attaché to the Brazilian Embassy; Mr. T. Langgaard Menezes, American Representative of the Sociedade Promotora da Defeza do Cafe; Mr. A. M. Torres, Brazilian Consul at St. Louis; all of Brazil, and

WHEREAS, By these addresses much valuable information has been obtained as to the real condition of the coffee industry of Brazil, therefore be it

Resolved, That we, the members of this Association, wish to express our appreciation of these addresses by a rising vote of thanks, and also that we hereby give assurance by this resolution of our desire to cooperate in every possible way with the Brazilian coffee interests.

ON THE RESIGNATION OF SECRETARY TOMS

WHEREAS, Our Secretary, Mr. George W. Toms, has resigned from his position in our Association, and

WHEREAS, Mr. Toms has served the Association for the past ten years in a most painstaking and earnest manner, being known to all the members as a courteous and willing worker for the best interests of our Association, therefore be it

Resolved, That in accepting the resignation of our Secretary, Mr. George W. Toms, we request the Executive Committee to express our deep regret at his leaving, and that we extend to him our most sincere wishes for success in any field of endeavor in which he may decide to engage.

CONCERNING LARGER ADVERTISING FUNDS

WHEREAS, The report of the Joint Coffee Trade Publicity Committee on the National Coffee Advertising Campaign clearly shows that carefully prepared plans for the continuation of the work on progressive lines can only be carried out by a more liberal and increased financial support from the United States coffee interests, it is the sense of this Convention that this important work deserves the full support of all of the members and also of all engaged in and connected with the coffee industry of the United States. We believe that the basis of subscription suggested to the Coffee Roasters, namely, 1c. per bag per year, is a fair and reasonable basis for subscription, and we urge unanimous cooperation on this basis without delay. The committee in charge of the campaign cannot make personal solicitation from each individual roaster, and therefore we pledge the cooperation of our officers and urge the assistance of the presidents of branch and local associations to a thorough canvass of all engaged in the coffee roasting trade.

FOR LARGER MEMBERSHIP FEES

Resolved, That Article VI of the By-Laws be amended so that Part First of the article shall read as follows: "The funds of the Association shall be derived from a membership fee of $25.00 and an annual dues of $60.00 for firms or corporations employing a capital of $50,000 or less, and $120 for firms or corporations employing a capital of over $50,000."

ON ELIGIBILITY TO MEMBERSHIP

Resolved, That paragraph 2, Article III, be amended and changed to read as follows: "In determining eligibility, the term 'coffee roaster' shall be construed as being a person, firm or corporation whose business is the roasting and strictly wholesale distribution of coffee."

FAVORING SHORTER TERMS

WHEREAS, The individual members of this Association who have adopted the shorter terms as suggested at our Convention held last year have received such rich rewards for so doing, and

WHEREAS, No reports otherwise than in praise of this change have been heard from any of those making the change, and

WHEREAS, We feel that one of the great benefits of this Association is lying dormant inasmuch as we are not using it to the fullest degree as a clearing house for useful and valuable information, and

WHEREAS, A record of actual accomplishments of shorter terms and also a comparison of the average percentage of outstanding accounts to the amount of sales for the thirty days preceding would be of value to us all, and at the same time act as a constant reminder to those members who have not as yet joined in this movement, therefore be it

Resolved, That each member of this Association be requested to send, as soon after the first of each month as possible, a percentage comparison of his outstandings at the end of the previous month to the sales during that month, this information to be compiled at our headquarters and sent out at three-month intervals to each of our members.

MONTHLY INVISIBLE SUPPLY REPORTS

Resolved, That we recommend that the members of the National Coffee Roasters Association cooperate in securing monthly figures showing the invisible supply of coffee in stocks in the United States by sending a monthly statement to a selected accounting agency, giving the amount of coffee, number of bags on hand or arriving in the United States, at the beginning of each month.

APPROVING THE FREIGHT BUREAU

Resolved, That this Convention approves the establishment of a Freight Forwarding Bureau in New York and recommends and urges that all members and also other coffee roasters and coffee handlers who receive or buy coffee in New York be instructed that such coffees be handled for them by the Freight Forwarding Bureau of the National Coffee Roasters Association.

OFFERING COOPERATION TO HOTEL MEN

WHEREAS, The use of coffee is so general, and

WHEREAS, Coffee is so essential to the completeness of every meal, and

WHEREAS, It is to the interest of hotel and restaurant keepers everywhere to strive to build up a reputation for good coffee and to increase its use in this country, therefore be it

Resolved, That we, the National Coffee Roasters Association, desire to cooperate with the various hotel men in this country with the idea of assisting them in every way possible to improve and standardize this most popular beverage of today; that copies of these resolutions be sent to the various Hotelmen's Associations with a suitable letter advising them of the general publicity and educational movement that is now being conducted by this Association to generally improve the standard of the cup that cheers.

Remember Lot's Wife

"MANY people seem to take pleasure in looking back. The only time to look backward is when you walk the same way. Bury your past troubles before they bury you. Look out for the pitfalls ahead. The pessimist looks at the signs past, somber and gray, while the optimist is colorful like the Rainbow." The BEST is yet to come, then forget Lot's Wife.

The above text appears on a neat mailing card which Aborn & Cushman, New York coffee brokers, have been sending to their trade friends.

REPORTS AND RESOLUTIONS

Salient Features of Recommendations and Remarks Made by Officers and Committees and the Resolutions Adopted

HERE is a digest of the reports of officers and committees read to the delegates assembled at the convention:

THE PRESIDENT'S ANNUAL ADDRESS

"We are returning this year to the city which we shall always remember as the years roll on for it was here in 1910 that this now thriving healthy aggressive, ten-year-old association was born."

Thus, President Brand welcomed his fellow delegates to the tenth annual convention of the N. C. R. A. He continued in this vein:

"Your president will always remember the enthusiasm that prompted a few courageous souls to attempt the organization of a coffee roasters association. To our friends here, and many among them the late J. J. Schotten of revered memory, and the first president honored by the association, the coffee roasting industry will always be grateful. . . .

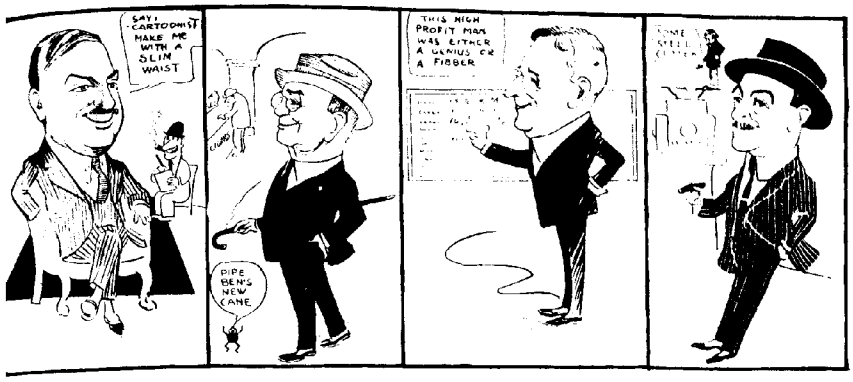
"During this time of readjustment we are inclined to view the past as giving us problems which were simple as compared with those of the present. If, however, we now recall the unsettlement in the trade during the time of valorization and following that the period of readjustment in the coffee trade, we will, I am sure, more calmly view the present and look forward to another period of prosperity and good business for the industry.

"Statistics show that all periods of depression are followed by corresponding periods of prosperity. So we must be patient in this time of stress and bide our time for awhile until normal conditions return."

Here Mr. Brand bespoke courage in these troubled times for business men, telling of a blind, deaf and maimed member of the Cleveland Society for the Blind whose afflictions came through accident eight years ago, but who is cheerfully facing the future and earning his living by making brooms.

"I merely cite this case as an object lesson to coffee roasters who think they have trouble at the present time. If coffee roasters feel like now, just think of John and carry on. Soon the sun will shine again in the coffee trade and we will be able to see it, but no matter how bright the sun shines for John, he, poor soul, will never see it. If you have dull business remember you have your sight; if your profits are shrinking remember you have your family; and as the old-time philosopher says, no matter what happens cheer up—it might be worse.

"As far as your president's report is concerned, it will be most brief. Our activities are evidenced through our bulletins and through the trade journals speak louder than any mere words I can bring to you—that the Association is con



Left to Right: F. W. Kunz, Ruffner McDowell & Burch, New York; B. C. Casanas, Merchants Coffee Co., New Orleans; F. J. Ach, Ach & Canby Co., Dayton; W. M. Williams, B. F. Gump Co., Chicago.

Left to Right: F. W. Ehrhart, Woods Ehrhart & Co., New York; Oliver W. Simmons, The Tea and Coffee Trade Journal, New York; Frank Ennis, Ennis, Hanly, Blackburn Coffee Co., Kansas City; Walter D. Stuart, George H. McFadden & Bro., New York.

Left to Right: Felix Coste, Manager, National Coffee Roasters Association, New York; L. C. Brooks, National Paper Can Company, Milwaukee; B. W. Butler, Fibre Can Corporation, Chicago; President Carl W. Brand, The Widlar Co., Cleveland.

MEMBERS AND GUESTS AS OUR CARTOONIST SAW THEM AT ST. LOUIS

stantly increasing its usefulness and value to the trade is now not even denied by non-member roasters. The most striking evidence of the growing appreciation of association work is shown by a recent letter received at our New York office from a former member who withdrew from the Association for a time."

The letter was from the Alexander H. Bill Company, Boston, and it read:

"Some years ago I resigned from the N. C. R. A. Of late it has seemed to me that the Association is doing exceptionally effective work and I feel as a matter of fair play I should join the Association and contribute in that at least towards the work. If you will let me know what steps are necessary to take in order to join, I will gladly follow them. (Signed) A. H. BILL."

President Brand continued:

"This growing spirit among the coffee roasters of the country to join themselves, and not expect 'George' to do it all, cannot help but make your Association an increasing power for good in the trade.

"Briefly, now to point out a few of the outstanding accomplishments of the Association during the past year.

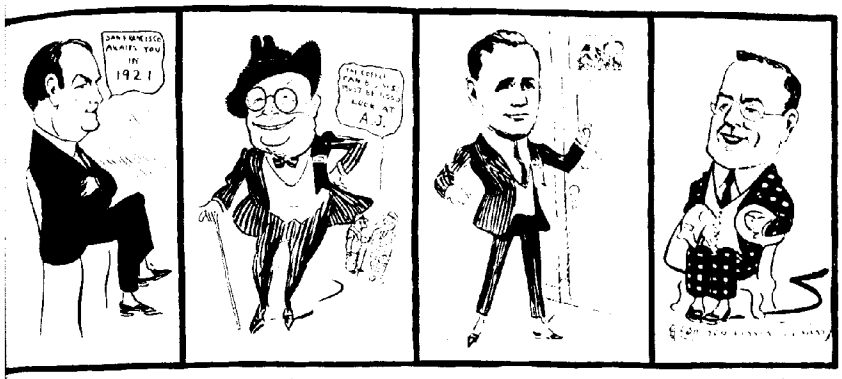
"Upon your president assuming office in 1918, one of the first matters that was given attention was to bring to the coffee roasters the desirability of shorter terms and lower discounts. At that time the terms in effect generally varied all the way from sixty days to six months on products sold by roasters. Since the early part of 1919 the Association has constantly preached the shorter term doctrine. Results were slow at first, but it is evident today that almost the entire coffee roasting industry is now on a thirty day basis. The saving in capital that this means to the coffee roasters cannot be estimated, and if the Association in the past two years had done nothing else than accomplish this improved condition in terms it would have justified its existence. At first looked forward to with fear, roasters now find that terms after all do not effect sales, and that where they do it is to firms whose credit should be watched. We have as coffee roasters come to know that it is the personality of the salesman, the prestige of the house, the quality of goods and prices at which sold that make sales, and not the billing of goods on long, elastic terms. So it is with considerable pride that your president will turn the reins of the Association over to the new administration with a much improved terms condition in effect as compared to the time when he assumed office. While much has been accomplished in bringing roasters generally to the adoption of shorter terms, there is still need in some sections for continued agitation and missionary work to the end that shorter terms become general practice throughout the entire industry.

"Another outstanding accomplishment of the Association during the present year has been the inauguration of a freight forwarding bureau at New York. At the Atlantic City convention last year the need for such a bureau was pointed out by various speakers, and your president was instructed to organize such a bureau if investigation proved it was feasible and desirable. Early this year, therefore, such a bureau was organized and fostered by the Association, and H. J. [illegible] calf was placed in charge. The idea we had in forming this bureau was so that better service at cost be rendered the members. That this service is being appreciated by members is shown by their increasing use of the bureau. In October, for instance, it handled the greatest number of bags since its organization. It now remains for members generally that have their coffees come through the port of New York to make increasing use of the bureau to the end that the effectiveness of the bureau be increased and costs decreased.

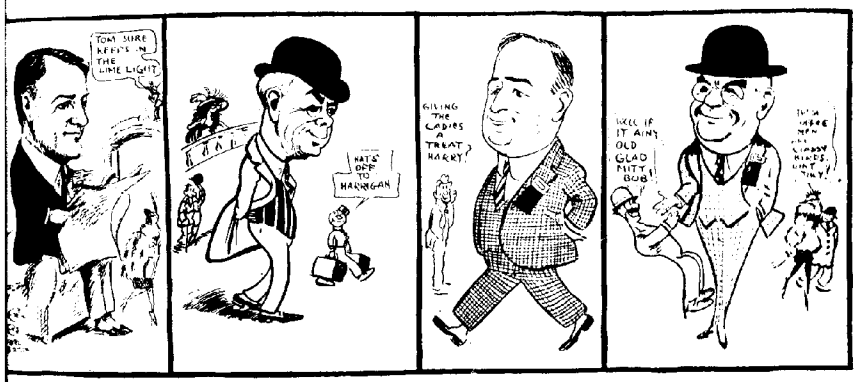
"Your president wishes to call the attention of members to the fact that the bureau can competently handle not only cost and freight shipments through New York, but shipments of carload and L. C. L. coffee stored in New York. While this is an Association activity we wish to call members' attention to the fact that the bureau is not an Association expense. While fostered by the Association the bureau will be self-supporting entirely, it being the idea to render this constructive cooperative service to members at actual cost. We, therefore, earnestly bespeak all members to use this service from now on if they have not already done so.

"Before closing there is one thing that I desire to bring to your attention and that is the need of a still greater Association spirit among our members. Much has been accomplished since the inauguration of the Association ten years ago here in St. Louis, but much remains to be accomplished. Our industry will progress faster and business be handled with less friction if we have a better Association spirit. All members can aid greatly in Association work, if when called upon for cooperation along specific lines they give prompt attention to such requests.

"Now, with regard to the increased favor with which the public is considering coffee. It is evident that the constructive advertising that has been done for almost two years is now bearing fruit in increased consumption of coffee, the national beverage. Statistics show that the per capita consumption is now almost 13 pounds per year, and it is quite probable that coffee consumption during the next two years will show still further increase. At the organization meeting in St. Louis ten years ago one of the chief reasons as showing the need for an Association was that some effort should be made to counteract the anti-coffee advertising campaign of the coffee substitute manufacturers. The public up to that time, and in fact up to last year, had been constantly fed on misstatements regarding coffee so that it was high time that the coffee industry started a constructive advertising campaign in behalf of a product they were so vitally interested in. This campaign, accepted first with doubt by many in the trade, and supported even now by only a portion of the coffee roasters of the country, merits and should have the cooperation of the entire industry. The work of the Joint Coffee Trade Publicity Committee has been a most constructive service to the trade, and to the members of it who have given so freely of their time and thought the entire coffee industry owes its thanks.



ft to right: C. H. Bain, Hills Bros., San Francisco; A. J. Munch, New Orleans Can Company, New Orleans; Wm. Comerford, Leon Israel & Bros. Inc., New York; E. A. Leonhardt, Westfeldt Bros., New Orleans.



ft to right: T. P. Monahan, Monahan Brokerage Co., New Orleans; Ed. Harrigan, Hard and Rand, St. ouis; Harry C. Danaher, New Orleans; Robert Burns, Jabez Burns & Sons, New York.

t to Right: William Fisher, C. F. Blanke Tea & Coffee Co., St. Louis; John F. Caine, American Can Co., ago; W. S. Smith, Smith Scale Co., Columbus; J. O. Cheek, Cheek Neal Coffee Co., Nashville.

MORE PEN PORTRAITS OF MEN SEEN ABOUT THE CONVENTION

"Your president had no misgivings as to his responsibility when he assumed office in 1918.

"Whatever we have accomplished since that time has been a labor of love for the industry we are interested in. To all the officers, to the Executive Committee, and to Messrs. Coste and Ames, the speaker wishes to express his cordial thanks and appreciation for the assistance rendered during his term of office. Let us all unite to make our Association a still greater power for good to members and to the industry."

The Publicity Committee's Report

The annual report of the Joint Coffee Trade Publicity Committee on the progress of the National Advertising Campaign was prepared by Chairman Ross W. Weir, and read to the convention by Felix Coste, secretary-manager of the Committee. Mr. Weir, who has not fully recovered from an illness that developed shortly after last year's convention, did not attend the St. Louis meeting.

After saying that he welcomed the opportunity offered by the roasters' convention to review the activities of his Committee, Mr. Weir reported as follows:

"I think you will agree that the past year has marked great progress. Last year my report was devoted largely to explaining why we had started the campaign in April of that year, why we had selected the kind of copy used, the very general statements to which the advertising was limited. It was too early then to point to any definite results and I could only draw on my own and your imagination for a picture of what the campaign might and probably would accomplish. Really, the most important part of my message last year was to point out the many ways the Committee had thought of for promoting coffee-goodwill throughout the country.

"I am very much pleased that my message this year may begin with the recital of several definite conditions that now exist and as these conditions are coincident with the close of our first real period of the campaign, they may be claimed as definite results from our work. The most important of these to my mind is the tremendous increase of interest in coffee on the part of the consuming public. This increased interest is manifested in a thousand ways and has been brought home to every dealer so clearly that I need hardly dwell on it longer. Yet one evidence of this interest stands out above all others, namely, the increased interest in coffee taken by the press of the country. Formerly newspapers and magazines made occasional mention of coffee but now news and editorial items are quite general and frequent. There is no better proof than this that the public has become interested in coffee.

"The most satisfying items of my report this year, however, is that the consumption of coffee has increased largely and for the past fiscal year shows 12.7 pounds per capita. This is an increase of 40% over the fiscal year ending June 30, 1919, and with the exception of the 1901-2 figure, it is the highest per capita consumption on record. This material fact is proof of the increased interest of public and press.

"No doubt our advertising was not alone responsible for the increase in the consumption of coffee. Prohibition probably helped to bring it about, but if our advertising had not begun when it did and at the right time and had not continued regularly since Prohibition became law, coffee consumption might have been affected adversely by the unusual prices ruling to the consumer and we might not have made a better record than was made in the distribution of tea.

"It is also gratifying to report to you that the campaign has now reached the point where our advertising is getting right down to practical lines. There is naturally greater satisfaction to all of us in such strong copy as is now appearing on better coffee making and new uses for coffee than in the very general copy with which we began. Yet that general copy was a logical beginning.

The Need of More Funds

"The plans I laid before you last year have been carried out so far as newspaper, magazine and trade paper advertising are concerned. These were provided for by the Brazilian funds which we have received regularly and promptly. We could not, however, carry out several of the other excellent measures I proposed last year because we figured on a larger United States fund than was eventually supplied. Some things we had to omit entirely and chief among these is the proposed educational coffee exhibit, a most important item. We are really losing a wonderful opportunity in not distributing these exhibits to the important schools. We were also unable to go as far as we had hoped in the matter of establishing the Scientific Coffee Research by the Massachusetts Institute of Technology. Only the beginning of this work could be planned. We must go on with it and intend bringing it to a satisfactory conclusion if the necessary funds become available. The campaign in the Medical Journals which I proposed last year had to be limited to a few publications with national circulation. This excellent work should have had far greater distribution. Finally we have had to forego distribution of all display or store material, and in the present Better Coffee Making Campaign we were limited in the purchase of 'Coffee Club' transparencies to an amount far short of our needs.

"It must always be remembered that we depend on the United States fund provided by roasted and green coffee interests of this country for *all* purposes aside from the purchase of space in magazines and newspapers.

"We recently decided to discontinue all of the trade papers on our list but three which are specially devoted to coffee interests. We depended on these trade papers for securing interest in the campaign from roasters, roasters' salesmen and retailers. But after eighteen months' trial we found that this interest was lacking. We had not secured increased and general financial support from roasters and our work was not meeting with that general cooperation we felt it deserved. The distributors of coffee as a class were not nearly so interested as the public

ed press. Some way had to be found to really
interest all sellers of coffee.
"So the 'Coffee Club' was undertaken. You
re familiar with all the details. The monthly
Coffee Club' news sheet will take the place of
he trade papers. We shall try to make it so
nteresting that all classes of distributors, roasters,
alesmen and retailers will become active mem-
ers in the 'Coffee Club' and will do their part
boosting and using the national campaign.

A Change in Campaign Plans

"The formation of the 'Coffee Club' marks a
inate change of policy in the management of
e campaign which I am sure will be interesting.
eretofore this Committee has conducted its
ork jointly for the benefit of coffee of all
owths, and for every distributor of coffee in the
nited States without distinction. References
Brazil in our advertising have been very in-
nificant, for reasons that are well known.
azil understands the situation, but inasmuch
Brazil is the only producing country that sus-
ins this campaign, she could hardly be ex-
cted to continue her sanction of our course.
e has indeed protested and in consequence of
s protest the reference to Brazil in our copy is
w more pronounced. I am sure all will agree
at the change we have made is only just.
"A distinction, it has seemed to us, should also
made hereafter between those who do and do
contribute to the United States fund. We
all continue of course to spend the Brazilian
nd on behalf of coffee in general and for the
nefit of all coffee interests in the United States.
e shall continue the general propaganda for *all;*
t those who supply the United States fund and
ntribute on a fair and reasonable basis, are
rtainly entitled to whatever benefits that fund
ay supply. Thus the newspaper advertising
ill be placed nationally but the distribution will
ver sections represented by subscriptions and
proportion to those subscriptions; the 'Coffee
lub' transparencies, buttons, electros, will be
ailable only to subscribers; in all future activi-
es this same just distinction will be maintained.
do not believe anyone can reasonably question
e propriety and fairness of this policy.

"General business conditions and the state of
e trade have had our careful consideration. It
s a fixed policy of this Committee, long ago
ntered on its records, that neither price nor
arket conditions shall at any time influence its
ourse or govern its work. That conclusion was
eached more than a year ago, when we also had
n unusual market. Accordingly, the present
ituation, though unusual, has not in any way
ilted or hindered the making of our plans for
progressive continuation of our work. We
ropose to continue right on with the advertising
national magazines, making them the backbone
f the campaign. We hope to use newspapers
ationally, say twice a year for special purposes,
uch as the one now going on for Better Coffee.
hese national newspaper periods always bring
ut a great deal of private brand advertising and
fford the individual roaster an opportunity of
acking up his own advertising with ours. We
onfidently expect this individual advertising will
ontinue to grow.
"We already have a membership of 20,000 in
the 'Coffee Club.' That organization is growing so fast that I have no doubt it will reach a 50,000 member-hip this year. This will require a larger issue of the monthly news sheet and a corresponding quantity of material such as the transparencies, electros and buttons. We aim to continue and complete the Scientific Research and as it develops we want to make use of the material not only in the 'Coffee Club' news sheet, in medical journals and pamphlets, but also in our general publicity. We want to begin the distribution of the educational school exhibits by supplying at least the normal and domestic science schools of the country.

"These are a few of the big things we have in mind. I will not take your time for the many smaller and very necessary items that are required to round off our campaign properly.

"Does this program appeal to you? Can you really conceive such a thing as not carrying through with it? When coffee consumption has been brought to a 12.7 pound per capita, under such conditions as existed last year, can you not see further large possibilities ahead? Can we coffee men of the United States fail to do our part of this work and let one coffee producing country do nearly all of it? The support that is solicited from United States interests is not in any sense a burden. All of the plans I have laid before you, and much more, can be financed if every roaster of the country will contribute 1 cent per bag per year and if the green coffee men and brokers contribute in proportion. So far only 175 roasters out of our entire list are on the subscription list. Some are down for amounts that are far below the suggested basis.

The Report Summarized

"The Joint Coffee Trade Publicity Committee then concludes its report on the National Coffee Advertising Campaign with this brief summary:

"Consumer interest has been aroused. The press has responded. Consumption has increased. Research has begun. The 'Coffee Club' promises to give us the deserved distributor interest. Plans for at least six months of vigorous advertising are ready and awaiting the needed support.

"The one great problem which the Joint Coffee Trade Publicity Committee has yet to solve is financing the plans we have prepared. The Committee has urged this support of the United States fund at every opportunity. It has made free use of letters and of trade paper space in presenting the appeal in every possible way. It seems to me all has been said that can be said. Since the National Coffee Roasters Association is our co-laborer, or partner, in this undertaking, I want to ask you on the occasion of this annual convention to help us solve this problem. When you selected three members from your Association to serve as representatives on this Committee, I do not believe that you expected them to do more than we have already done to secure sufficient financial support. I do not believe that it was your intention that we should take the time from our own affairs to make personal solicitations for funds throughout the country, nor do I believe that you could sanction the plan of having our secretary set aside his other duties in order that he might go from roaster to roaster. Besides, personal solicitation is always very expensive.

"I am quite sure that this Association can find ways of accomplishing what we want if only a real live movement in that direction is started. You have, I believe, some 20 or 25 established branch or local Associations and it seems to me through these the support of every roaster in the United States could be secured. Is it not possible to find in each one of these branches a few active enthusiastic workers who will take on this task and thus solve this problem for us? The support that is needed in order that the work begun by you and carried on by the Committee may be brought to that kind of a conclusion which I am sure every one wants, will have to be secured either through voluntary subscriptions from members of this Association or through some organized and well directed effort such as I have suggested.

"We may as well look the situation squarely in the face. The fate of the Campaign rests with the coffee roasters. If you think the Campaign so far has been good, if you believe that the past results are a sufficient promise of further results, I am sure you will find some way of providing the reasonable financial support that is necessary."

REPORT ON THE FREIGHT BUREAU

The report on the activities of the N. C. R. A. Freight Forwarding Bureau, prepared by Bureau Manager H. J. Metcalf, was read by Felix Coste, who said that though put into operation only last February, the volume of business had grown from 30,897 bags forwarded in March to 58,000 bags for the month of October. From March 1 to October 30 the Bureau handled 275,387 bags. The report continued:

H. J. METCALF.

"I believe it is thoroughly understood by all members that while the New York Forwarding Bureau is an association movement, while the association undertook it and is fostering it, the determination is to make it not only self-supporting, but a profitable undertaking for those who make use of the Bureau.

"At the beginning a number of our members who receive coffees at New York underwrote or guaranteed the Bureau's expenses. As the volume of business increases, however, and the Bureau becomes self-sustaining, it is the intention to turn back these cash advances to those who subscribed.

"I believe it is also understood that the Freight Forwarding Bureau is not a profit-making venture, and that the service is rendered to users at practical cost. I believe and shall soon prove that aside from the superior service rendered, the Bureau will save its patrons considerable from customary and ruling charges after fully pays its own way. This will be explained in detail."

Here the report told of the difficulties come in getting started, and the growth personnel of the Bureau. Continuing, stated:

"Our financial situation at present stand From the beginning of the work until Septe 1st, we gradually accumulated a deficit wh that date amounted to $961.64. During Sep ber we cut down from this deficit $281.71, a net deficit on November 1st of $679.93, senting the entire term. It must be remembe that this deficit is partly due to some nece initial expenses, such as the traveling expens our manager at the outset, the services of an pert accountant in installing a system of acco ing, the necessary books, records and stati and one audit of the accounts. All this amou in round figures to $1,300."

Prevailing Bureau handling charges were in detail at this point:

"*Spot and Ex-Ship Coffees:* Forwarding fee bag minimum per carload $2.50.

"*Importations* (direct); Forwarding fee bag.

"*Entry Fee:* $2.00 per entry.

"*War Tax:* $1.00 per steamer, regardless of ber of shipments if all entries are made at one wise a charge of $1.00 per entry is made by Government.

"*Cartage:* From New York City piers or warehou south of 14th street, to New York City outbou stations south of 14th street, 15c per bag, maxim weight 142 lbs. per bag.

From New York City piers or warehouses south 14th street to New York City outbound stations nor of 14th street, 18c per bag maximum weight 142 per bag.

From Brooklyn piers or warehouses to Brooklyn bound stations, 15c per bag, maximum weight 142 lbs per bag.

"From New York City piers or warehouses south 14th street to Brooklyn outbound stations 15c p bag, maximum weight 142 lbs. per bag.

"From New York City piers or warehouses north 14th street to Brooklyn outbound stations 21c p bag, maximum weight 142 lbs. per bag.

"From Brooklyn piers or warehouses to New Yo outbound stations south of 14th street, 15c per ba maximum weight 142 lbs. per bag.

"From Brooklyn piers or warehouses to New Yo City outbound stations north of 14th street, 21c p bag, maximum weight 142 lbs. per bag.

"From arriving piers into warehouse in New Yo City or Brooklyn for storage purposes and where su warehouses have no track or lighterage facilitie special rates are made, such rates ranging from 1c to 14c per bag and dependent entirely on quantit and distance.

"The above rates include stenciling and allow a proximately 1c per bag profit which is applied agains the maintenance of this bureau.

"*Loading Charges:* A great many consignee are not aware of the fact that the New Yo Dock Company, Bush Terminal, Rossiter Stree and Jay Street Terminal make a loading charg of approximately 3c per 100 lbs. for loading car when placed on tracks adjacent to their store We have contended that this charge is illegal an a discrimination, especially in view of the fa that when berths are available these same store with the exception of Jay Street Terminal, w deliver to the bulkhead in carload lots or in L. C. L. lots for forwarding via lighter to our bound loading station. Jay Street Terminal do not permit lighters of the various roads t

aced in berth with the result that all coffees
ming out of these Jay Street Terminal stores
e subject to a loading charge. In addition to
s charge which is arbitrarily assessed for the
ding of cars by the stores enumerated, they
participate to a certain extent in the rates
ged for outbound traffic by the initial lines.

This matter has been brought to the atten-
n of our legal advisors and we expect to have
decision rendered as to the legality of the load-
g charge within a very short time. We also
pect at that time to obtain a decision in re-
rd to the authority of the Jay Street Terminal
prohibit the placing of lighters in berth at that
int. There is another feature of the loading
f cars in the New York Dock, Bush Terminal
d Empire stores districts that is also receiv-
g our attention. In case we would order a
r placed on track adjacent to a New York
ck warehouse, and order from that particu-
r store approximately 100 bags, with the in-
ntion of carting the balance from other dis-
cts to this particular car, we would be com-
lled to pay the dock company or any other
rehouse in that district the regulation loading
rge which approximates 3c per 100 lbs. and
addition our truckman would be compelled to
ploy the stevedores that make their headquar-
rs in that district at a charge of 5c per bag for
ding in case bags do not weigh over 132 lbs.
e have protested against this arbitrary action,
t to the present time have not found any cart-
e concern that is willing to take the risk of
ing their own loaders on trucks as it simply
ses a disturbance and possibly injury at the
nds of the stevedores in that district. It is
r intention to present this matter to the offi-
als of the warehouses enumerated with a view
having the practice stopped, but so far no
ntite action has been taken. The matter will
ceive further attention at the close of the con-
ction.

"As a specific instance, a lot of 460 bags was
rchased a few days ago by the Berdan Com-
ny, of Toledo, from Arbuckle Brothers, a New
rk jobber, and this purchase was made
rough a representative New York broker with
e understanding that we take care of the for-
rding. The seller refused to turn the order
er to us if any expense would be involved in
e forwarding. The consignment was located
Jay Street Terminal, and as this terminal will
t permit the various railroads to place lighters
berth, it would have been necessary to have
e coffees loaded into cars on adjacent tracks,
rh labor being performed by employees of the
y Street Terminal. Under these conditions,
oker making sale permitted the seller to handle.

"*Import Traffic:* When this bureau was in-
gurated it was our intention to take out a
stoms broker's license and clear all importa-
ns through customs direct. This was found
be impracticable at that time due to an inrush
business and the necessary expense involved
filing a bond sufficiently large to cover the
n-production of bills of lading that might be
st or go astray in the mails. We have a very
tisfactory arrangement now in effect with a
presentative house, and are in a position to
ndle importations at a cost considerably less
an regular forwarding agents.

"As a comparison we charge a flat rate of $2.00 per entry, no charge being made for more than one invoice. To the above we must add the usual $1.00 war tax fee assessed by the Government, making the total charge for customs service of $3.00 per entry.

"The general charge for this service ranges from $3.00 to $5.00 per entry plus notary fee, cost of blanks, extra charge for invoices in excess of one, special service, etc.

"Our forwarding fee is 1½c per bag on direct importations as compared with two and three cents per bag charged by regular forwarding agents. Furthermore, we make no extra charge for cleaning up cargoes, which consists of obtaining an out turn, indicating proportionment of sweepings, number of slack or damaged bags, forwarding of sweepings, etc.

"We have handled 103 importations totalling 81,000 bags and in only three instances did it consume more than 60 days to obtain and forward sweepings direct to consignee.

"On 36 importations our allotment of sweepings has exceeded the loss from slack bags; on 19 it has equalled the loss and in 12 instances has been less. The remaining 36 lots, arriving the latter part of September and during October, have not yet been checked up on sweeping allotted.

"Referring to the twelve importations that were short, a complaint was made on two occasions to the general manager of the offending steamship line with the result that on the last few steamers arriving our proportionment has exceeded the loss and we do not anticipate further trouble along these lines. Particular attention has been given this feature as we know from experience that formerly consignees seldom received full proportionment of sweepings and when they were forwarded, a bill would follow for storage, labor, etc. On the importations which we have handled, we have never paid or been presented a bill for storage that applied on shipments forwarded direct on arrival and moreover have never had a shortage ex-steamer for which a claim had to be filed against the agents. Claims, as a rule, are unnecessary, it being a recognized fact that they are more objectionable to the agents than to consignees, and if a forwarding agent follows importations closely he can always obtain as good, if not better, coffees to replace any that may check short from the steamer, provided it is not a large shortage, in which case it generally develops that an accident occurred en route and loss is chargeable to insurance under general agreement.

"*Documents:* Importers desiring the use of this bureau must, when taking out their letters of credit, insert in such documents instructions to the effect that one bill of lading and one consular invoice shall be forwarded on the first available steamer to the National Coffee Roasters Association, Traffic Committee; and in this manner eliminate as much as possible delay in receipt of documents. When these are not on hand within a reasonable length of time, say seventy-two hours after arrival of the steamer, it necessitates the giving of bonds for one or the other of these documents.

"It is customary when shipments are handled by outside brokers, and when these import documents are missing, to give bond against the later production of documents or consular invoice.

"This practice is very expensive for the importer, and in few exceptions can be eliminated; it seldom is for the reason that the brokers average a profit of from ten to fifteen cents per $100 on bonds for bills of lading and from two to three cents per $100 on bonds for consular invoices.

"If importers, in case no documents are received, will notify us through what bank documents are to be received, also state invoice value, we can arrange to obtain a copy of bill of lading, make up pro-forma invoice, and give bond for the consular invoice at no expense whatever, this latter being one of the special arrangements we have completed with our brokers.

"*Discrepancies in Weights:* Complaints are often received that coffees bought F. O. B. check short in weight on arrival at destination.

"These complaints generally occur on consignments of mild coffee and are due either to the fact that the weighing was not done immediately before shipment or to insecure bagging. We have found cases where numerous samples were drawn after coffee had been weighed and before it was actually sold. Grass bags, often single mesh, are insufficient covers and responsible for losses and complaint.

"Grass bags, single, are prohibited under the rules of consolidated classification in L. C. L. shipments, but coffee so covered may be transported to any point governed by this classification in carload lots. They are also accepted for export in any quantity and by coastwise lines when offered in first class condition.

"This classification is not generally understood and buyers seem unaware of the need of covering grass bags in L. C. L. shipments, or placing same in containers that will admit of safe transportation.

"We have often absorbed the extra charge for carting coffees in single bags to a warehouse and from such warehouse, after rebagging, to the outbound stations, but we will be compelled to charge cartage in both directions hereafter.

"To overcome this extra expense, we suggest that purchasers of coffee in L. C. L. lots, specifically state that containers must conform with the requirements of the consolidated classification.

"All coffee dealers know it is an impossibility to mend a single mesh grass bag and when such bags are torn, the only recourse is rebagging.

"Again we have seen coffees in single mesh bags, weighed when holes three to six inches long existed, with the result that bags were 50% slack when finally tendered the outbound carriers.

"This is one of the principal reasons for the proposed change in classification.

"Owing to frequency of complaints of shortage, we finally decided to put a certified public weigher on our staff. It is impossible under the existing rules for us to obtain a license, while acting as an agent for purchasers and importers, and it is inadvisable on account of the antagonism of our competitors, one of whom is an executive in the license department.

"Since making this arrangement not one complaint has been received as to shortages, and we are led to believe that the services of our weigher, the C. C. Perpall Company, have been satisfactory.

"The charges are identical with others, that is 4c per 100 lbs., and in addition thereto we have arranged for the mending of damaged bags weighed by us on the basis of the actual number of bags mended and not on the total number in the lot, as is now the custom of others.

"This same practice is applicable to weighing and chopping out in piers. We only charge for the actual number of bags handled to obtain the required number of any one chop, whereas the general practice is to charge a fee of 5c or 6c per bag based on the entire lot; also we make no charge for "turning" although usually 1½c per bag is assessed.

"When you turn coffees over to us for forwarding we suggest you also instruct that we weigh them.

"*Consolidation:* Individual—A large number of concerns are accustomed to buying small lots of coffee with the intention of consolidating and thus obtaining the benefit of the carload rating and through carload movement. Notice should be sent to this office at time of purchase in order that we may hold until the full quantity is received, thus eliminating the possibility of breaking up the carloads.

"We also receive innumerable requests from patrons to consolidate their ex-warehouse purchases with ex-ship or direct importations. It is practically an impossibility to do this for the reason that incoming steamers are berthed at piers where return cargo on outbound merchandise has accumulated. This precludes the possibility of trucks going on to pier with small lots of coffee for consolidation with imports or ex ship purchases.

"Again, consignees ask that small lots be put on lighters in berth for carload traffic with the understanding that the lighter is to be towed to another pier for the balance necessary to make up a carload. This practice is not only the cause of delay to shipments already on the lighter but is a direct violation of the Interstate Commerce Commission rules governing harbor traffic which specifically state that a carload, in order to obtain the carload rating, must be delivered at one place in one day by one consignor.

"*General:* Milwaukee dealers have issued instructions to the effect that no coffees for their account are to be forwarded except in carload lots consigned to a distributor in Milwaukee, thus obtaining the benefit of carload rating. A nominal charge is made by the distributor in Milwaukee for segregating and delivering, if required. If a plan of this kind was adopted by the trade in general in such cities as St. Paul and Minneapolis, Chicago, Cincinnati and St. Louis, far better services as to movement in transit could be obtained and at the same time all consignees obtain the benefit of the carload rating. Arrangements for this service are in operation at the rate

:5 per car, equal to from 5c to 7c per bag. ..ilarly similar arrangements could be made ..gh the leading brokers in the cities above ..d.

...ance Insurance applicable on importations ...ffees: The open policy which we hold is ...d by the Hartford Automobile Insurance ...pany, a branch of the Aetna Insurance Com... of Hartford. The rates are: marine risk, ...r $100, war risk, 2½c per $100.

These rates cover from point of origin via Brazilian port to consignee's warehouse at ...point in the United States or Canada, via any ...ed States port, thence 'all rail' to destina...

...Limitations: These rates are quoted 'with ...age' with no limitations as to a certain per...age of damage that must exist before reim...ement can be obtained.

Inland movement to points in the United ...es or Canada via water route can be arranged ...r before or after report of date of shipment ...ade.

To obtain protection on imports under this ...cy, the only requirement is a report to this ...e of the steamer names, number of bags, and ...oice value, such information to be in our pos...ion, if at all possible, before arrival of the ...el at an American port.

When movement is by coastwise vessel from ...t of arrival to final destination, a rate of 12½c ...$100 additional is assessed if consignment is ...ined to an Atlantic Coast port, and a rate of ... per $100 additional in case the consignment ...destined to a Gulf port.

A number of copies of the risks covered by ...s policy are on hand for distribution among ...interested parties, and special attention is ...ected to the 'skimming, sweating and sweep...' clause—list attached.

Another feature of this policy is applicable ...coastwise traffic, such as shipments destined to ...ksonville, Richmond, Boston, Baltimore and ...ladelphia. When traffic is to move via water ...tes from port of arrival to destination and so ...orted when notice of shipment is made, this ...licy eliminates the usual 'insurance survey' on ...ck that is made on all traffic reinsured after ...scharge at the first port of arrival. Shipments ...vered by this policy and found to be damaged ...ter arrival at consignee's warehouse, consignee ...privileged to set aside the damaged coffees, re...rt such damage to this office and a local sur...yor will be instructed at once to call and ar...nge for reconditioning at the expense of the ...surance company.

"All insurance claims are handled by us free of ...large.

"Separate certificates are issued on each con...rnment and have attached thereto a list of the ...ckages subject to the open policy held in this ...ce in order that the insured may be thoroughly ...versant with the protection they will have on ...ch importations.

"A ruling of the Health Department of the ...y of New York requires all damaged coffee ...riving at the port of New York) to be re...nditioned before forwarding to final destina...n, but this ruling is now practically obsolete and little or no attention is paid to it. Under these conditions, and considering the fact that practically all roasters are prepared to clean damaged coffees at their own plant, we strongly recommend that such coffees be shipped through to destination as early as possible and when covered by our policy a report made of the number of bags damaged and survey requested. This same procedure can be followed on importations covered by policies issued through companies other than the Aetna, and thus eliminate the extra expense incurred by cleaning and rebagging at this port. This feature of expense, as you know, has been the source of considerable dissatisfaction in the past.

"Where coffees are stored at port of arrival, it is always advisable to have the stained bags laid aside and reconditioned at an early date, thus obtaining redress in case of insurance claims without unnecessary delay.

"*Forwarding of Purchases:* I want to remove the impression, if it exists, that our service is limited to any one kind of purchases. We are here for forwarding coffees in any position, including cost and freight purchases, purchases made ex-ship and purchases from jobbers' stock or warehouse.

"The manner in which your purchases of either class should be turned over to us has already been fully explained.

"*F. O. B. Purchases:* Many misunderstandings have occurred on coffees that were turned over to us on f. o. b. purchases, especially during the period of strikes and labor troubles. Buyers expected us to get their coffees out to them under even extra and special expense, but sellers were often unwilling to pay these costs. Purchases of this kind are always difficult for us because the seller has control of the forwarding under the contract, and in many cases is unwilling to turn the coffees over to us.

"We have no desire to antagonize any one in conducting this Bureau, and to advise buyers against f. o. b. purchases might invite antagonism. At the same time we have the responsibility of serving our members to best advantage, and it seems but a part of such service to submit the following facts:

"During the period when unusual and apparently excessive charges were the order of the day, it was doubtless a wise precaution to purchase on f. o. b. terms and thereby definitely fix your cost. But conditions are rapidly getting back to normal and our Bureau is now in a position to quote reasonable and definite figures for all its services. Buyers know what these services are on a cost basis and should realize that by reason of our present liberal volume we are in a position to obtain concessions and rates as low as any one and in many cases a lower basis than is possible to those who have smaller volume.

"F. O. B. prices do, of course, include forwarding charges always. The seller who conducts his own forwarding service surely endeavors to make that service self-sustaining or even profitable, and must, therefore, include in his f. o. b. price liberal charges. The seller who has no forwarding organization and uses the regular forwarders, must necessarily include in

his f. o. b. price, a fraction equaling the regular forwarder's charges. As far as we have been able to observe, the charges in all of the above cases are considerably more than the forwarding charges of this Bureau. I ask those who are in the habit of purchasing on f. o. b. basis to investigate and to consider whether it would not be advisable to make purchases on ex-store or ex-warehouse basis and then make use of the specially low forwarding charge this Bureau offers.

"*Terms:* Please let me impress on you the terms, the only terms on which this Bureau can operate.

"The Bureau is not supposed to have any capital. It has none. The National Coffee Roasters Association has loaned the Bureau a sum without which we would not be able to carry on the business at all. This loan gives us a small fund which positively must be kept revolving rapidly or else it is insufficient to enable us to function properly.

"As soon as a steamer arrives on which a member has coffee to be received or forwarded by us, we ascertain the amount of freight due and wire the member. Check must come forward to us by first mail or else storage and other charges will accrue. There are very strict rules governing, and when the limited time for removal expires, it is almost impossible to obtain any extension of time. We have no funds, no means for taking care of even a single case where the receipt of freight money is delayed.

"Our limited funds enable us to pay the clearance, bagging, trucking and other incidental charges for forwarding, but we must insist that on receipt of memo. of this, remittance be made by return mail. Only when this is done can the Bureau operate properly.

"*Proposed Change in Classification:* Members are aware that hearings were held before the railroad classification committee in several cities on a proposition to change and raise the classification of green and roasted coffee. In New York, several of these hearings were held. At the first of these, very little progress was made and the arguments presented were about the same as had already been presented at Chicago and Atlanta. Near the close of the meeting the view was presented that coffee should be entitled to the same favorable classification as has been granted to rice, beans, etc. On these commodities the committee has made special classification when the sacks in which shipments went forward were according to state specifications. The Committee was evidently impressed on this point, for another hearing was granted. At the later hearing sample bags were submitted, and after a thorough investigation and discussion a test was arranged which will take place about November 15th. The results of this test will be filed for consideration whenever the proposal for change in classification for coffee is again taken up.

"For the present it is gratifying to state consideration has been indefinitely postponed according to the chairman of the committee.

"*Traffic:* Railroad conditions at the Port of New York are nearly normal and with the volume of business we now control we are in position to obtain facilities and concessions not available to the public in general.

"Some difficulty was experienced a few months ago through the lack of attention on the part of the lighterage department of one of the larger systems operating out of this port. This condition was reported to their General Eastern Agent who, in turn, took the matter up with their Eastern Vice President and a thorough investigation resulted in orders being issued that all requisitions for empty car equipment or lighters issued by our association be given immediate attention and such equipment furnished within a twenty-four-hour limit. Since that time practically the same instructions have been issued by three other lines and as such we are now in a position to obtain any equipment necessary with no delay whatever.

"We have also experienced difficulty with a number of lines operating out of this port that have insisted on making notations on bills of lading to the effect that 'bags were hook-holed, contents sifting,' 'all bags more or less slack, some bags stained, sample holes, contents sifting' etc. When bills of lading carry such notations, the railroad company in case of a claim is practically released from liability. We have filed complaints at various times with the minor officials such as the managers of the lighterage departments without result, and in order to bring the matter to a climax have taken the matter up with the freight traffic managers of the offending lines with the result that now no bills of lading are offered unless specific reference is made to the number of bags bearing hook holes, sample holes or stains etc., and in case of slack bags the actual weight are shown.

"Furthermore, we have issued instructions to the lines handling our traffic that no bills of lading will be accepted carrying the notation that 'coffees are sifting' or that 'hook holes and sample holes have not been mended.' According to in cases where coffees are not in condition justifying a clear bill of lading, we are notified so can then have damaged bags reconditioned. A charge of ½c to 1c per bag is made in such cases by the warehouse for this service, and we are certain that all consignees would prefer paying that small charge and having a bill of lading that will not invalidate any just claim against the shipment.

"Gentlemen, I do not believe you realize the full possibilities of this Freight Forwarding Bureau. Little by little, as our volume of business has grown, I have noticed that the attitude of the various agencies we deal with has changed. Today we are obtaining cooperation, concessions and sundry advantages that were absolutely unknown to us before. Evidence is at every hand that our business is being sought and of a willingness to do more than the usual to secure the business."

Report on Scientific Coffee Research

Prof. Samuel C. Prescott, director of the scientific coffee investigation undertaken at the Massachusetts Institute of Technology for the Joint Coffee Trade Publicity Committee, reports

HARRY C. DANAHER
Coffee Commission
New Orleans

F. W. KUNZ
Ruffner McDowell & Burch
New York

C. H. FOX
S. A. Levy Co., Inc.
New Orleans

A. C. HAMILTON
Henry Nordlinger & Co.
New York

T. J. ISRAEL
J. Aron & Co., Inc.
New York

WM. R. COMERFORD
Leon Israel & Bros.
New York

WM. V. SMITH
Davies & Smith
New York

ED. HARRIGAN
Hard & Rand
St. Louis

LEE H. NOLTE
Leon Israel & Bros. Inc.
St. Louis

E. L. HUTHSING
Hard & Rand
St. Louis

M. S. GOOD
M. S. Good & Co.
St. Louis

H. H. MILLER
H. H. Miller & Co.
St. Louis

SOME MEMBERS OF THE GREEN COFFEE TRADE WHO WERE AT THE CONVENTION

E. G. BEESON
Cultured Coffee Co.
Detroit

GEORGE POND
Pneumatic Scale Corp.
Chicago

L. D. SHEPARD
Core & Herbert
New York

A. B. MCLEAN
A. B. McLean & Co.
New York

FOUR NON-MEMBERS WHO WERE PROMINENT AT THE CONVENTION

on the progress already made and also what may be expected to come from the research. He first told about the general plans:

"The general plans for the investigation were worked out by Mr. Ames, of the New York headquarters who submitted the matter to our Department where they were closely scrutinized and certain suggestions, additions and emendations made. As a result of the joint work a detailed plan, but one capable of modifications as necessity might show to be practicable, was developed. In the form in which they were presented to the Committee they involved, first, a study of the scientific literature pertaining to coffee both in the bean and in the roasted or prepared form; second, an intensive chemical and microscopical examination of coffee, both green and roasted, to determine as far as possible the various structures and compounds which are built up in the seed of the coffee plant, and their manner of distribution; third, to determine the character of the changes of treatment which are necessary to transform the green coffee to the aromatic and roasted bean and to discover and identify the desirable and undesirable substance which may be formed as a result of this treatment; and fourth, extended studies on the making of beverage coffee, the changes which are brought about in it through insufficient or excessive heating, as a result of different types of water, as a result of the clearing with egg or the addition of other ingredients such as salt, soda, sugar and cream; in short, to learn as much as possible regarding the best methods of procedure to obtain a product which should be most generally acceptable."

Prof. Prescott told of his associates, saying that Dr. Robert L. Emerson is one of the best informed chemists on the caffein and associate compounds in the United States today. He is a graduate of Harvard College and the Harvard Medical School and has had extended experience in some of the best laboratories of Europe, subsequently became an instructor at the Harvard Medical School and consulting expert chemist on all problems pertaining to foods and drugs, a

W. K. GILL
Stone-Ordean-Wells Co.
Duluth

WILLABALD HOFFMAN
John Hoffman & Sons Co.
Milwaukee

W. H. HARRISON
W. H. Harrison & Co.
Cincinnati

H. C. GROTE
H. P. Coffee Co.
St. Louis

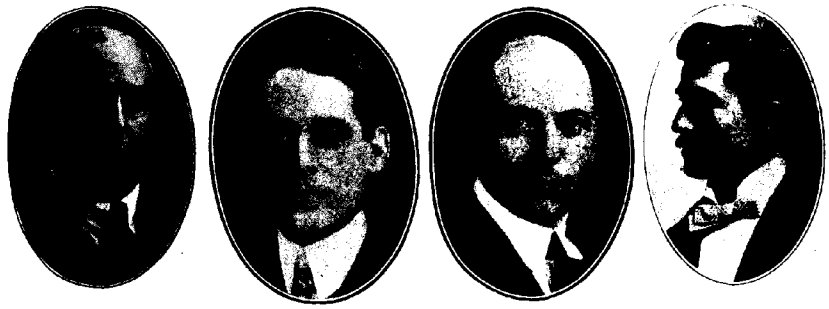
A QUARTET OF PROMINENT ROASTERS SEEN AT THE MEETING

J. L. KOPF
Jabez Burns & Sons
New York

WM. BURNS
Jabez Burns & Sons
New York

ROBERT BURNS
Jabez Burns & Sons
New York

H. L. HANSON
National Packaging
Machinery Co.
Chicago

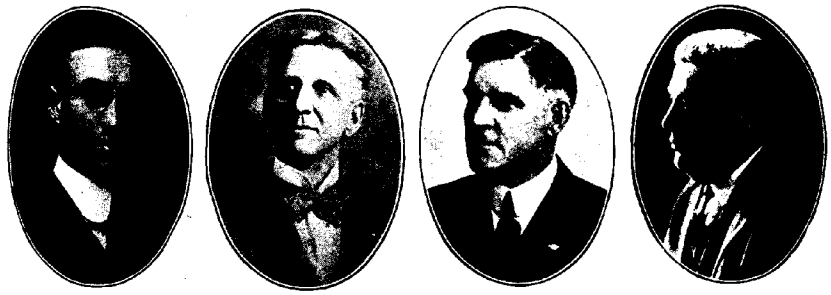


JOSEPH NEUBERG
The Tricolator Co.
Chicago

M. W. COULTER
Columbia Can Co.
St. Louis

E. J. WESTERBECK
Columbia Can Co.
St. Louis

A. P. GROHENS
Lambert Machine Co.
Marshall, Mich.



A. W. LANGDON
American Can Co.
New York

A. C. WRIGHT
Aluminum Products Co.
La Grange, Ill.

G. EICHMAN
Hobart Mfg. Co.
Troy, Ohio

A. GUENZBURGER
Hobart Mfg. Co.
St. Louis

SOME MACHINERY AND SUPPLY MEN WHO ATTENDED THE ST. LOUIS MEETING

was for a time assistant chief at the Bureau of Chemistry at Washington, and a technical advisor to the General Staff of the Army during the war.

At the outset of the work J. M. Strang, a "young physiologist of great promise" gave valuable assistance, but after two months research he left to accept a position with the University of Virginia. In his stead now is K. A. Burnham, chemist and a former associate with Dr. Emerson. Resuming his report Prof. Prescott told about the magnitude of the work involved in studying the vast amount of literature already written on coffee in its different phases:

About Coffee Literature

"From all these standpoints numerous investigations have been made and it might be supposed that in the multiplicity of studies there would be little left to discover with reference to coffee. Examination of the literature, however, shows many conflicting opinions, much work which is open to criticism from the standpoint of exact methods, many questions which have been asked but not answered. Furthermore, few have taken up the study of coffee from the standpoint which seems to be the most important, that is, the standpoint of the preparation of the beverage itself and the careful selection of a method of treatment which shall secure the elimination of the undesirable components and the retention of those which give benefit, exhilaration and pleasure to the consumer. When one has gone over the vast mass of literature he is left with the conviction that no individual or group of individuals has undertaken the subject from a sufficiently broad viewpoint or has attempted to study all phases of the subject and to correlate facts from the standpoint of the consumer. Large numbers of isolated observations have been made, many facts have been established, numerous methods of analytical procedure have been proposed, but no one has proved by thorough and repeated scientific demonstration that there is possible a method of preparation of the beverage which will secure the desirable constituents and eliminate the undesirable ones.

"When the investigation was undertaken there was placed in my hands literature pertaining to the best methods of coffee making which have been developed by the Better Coffee Making Committee of your Association of which Mr. Aborn was chairman. I wish here to make acknowledgment of the helpful suggestions received from a careful reading of these reports and to express my admiration for the progress the committee has made. Certainly no where else have such constructive suggestions been found. We have felt that it was most desirable to test these results by purely analytical methods and are therefore proceeding with the investigation along independent lines. The abstracting of these hundreds of articles in several different languages has been no child's play but has kept several trained men busy for months and the typewritten abstracts of these articles in the brief form for our use made over a thousand pages.

"I have already hinted at the scope of the articles which have been reviewed. A few statistics of these studies may be of some interest, although I shall not burden you with a recital of all the different points of view which have been encountered. As might be expected, the larger number of articles deal with the determination of caffein, the physiological effects, the composition of the roasted bean.

"The following shows 687 articles reviewed in our study of the literature of coffee and gives also a classification of these articles according to the special feature to which attention has been directed, in certain, instances. Some of the articles bearing on the effect of coffee and of caffein call attention also to some of the more specific features as well as the general effect.

"Coffee, general, 23; analysis, 51; effect, on oils, 11; tannins, 4; making, 10; constituents, 13; composition, 6; poisoning, 33. Caffein, composition and analysis, 45; effect on the body, 32; toxicology, 22; action on the heart, 4; action on digestion, 8; action on elimination, 10; action on nutrition, 6; diuretic effect, 22; toxic action, 11; effect on circulation, 8; effect on general metabolism, 1. Allied substances, 8. Coffee substitutes, 15; extracts, 2; roasting, 6. Caffein—free coffee, 12. Coffee, therapeutic use, 21; methods, 8.

Coffee Variations

"It is well known that there is marked variation in coffees due to soil, climate, altitude, methods of agricultural treatment, methods of treatment in the coffee barbecue or preparation for the market and methods of handling after it leaves the grower. It is impossible in view of these differences to establish a standard which we could say is the typical analysis of all coffee. It is necessary, therefore, to speak of various types of coffee and to establish, if desired, standards for the given types which may in turn be compared with each other. All these variations in the bean are reflected, of course, in the chemical composition and therefore the results of different investigators are variable within considerable limits. The effect of souring or putrefactive change during the removal of the pulp surrounding the seed may make great difference in the character of the bean as it is revealed to the chemist by an analysis. In other words, it is recognized at the outset that what we call coffee is a complex of different substances in varying amounts and that these may be very greatly modified or even completely changed in the subsequent process of curing and roasting.

"It is of course recognized that the most characteristic ingredient of coffee and the one to which it owes its value in a great measure is caffein. We know that this is the stimulant found in the berry, although it makes up but a small proportion of the actual weight of the seed. Large numbers of analyses of coffee have been made with reference to the percentage of caffein in the bean which is present, and these show it to vary from about 1% to approximately 1.5%. It is seen, therefore, that the compound which is looked upon as most characteristic of coffee is present in relatively small quantity. Just how caffein occurs in the bean, what the method of its building up there is, and whether it is developed during the process of roasting, by break-

ing down of other substances, is not fully established. The literature not only shows a great number of determinations of caffein by different methods, and but slight diversity of opinion regarding the effect of this substance. On this point there need not be any real apprehension for there is abundant evidence that caffein in itself is not generally harmful, although it must be recognized that there are probably individuals for whom this stimulant is too powerful or who may have toward it a personal idiosyncrasy as is occasionally manifested toward many food substances. Examples of these are not really rare. A small percentage of people cannot drink milk, others cannot eat eggs or strawberries and I have knowledge of at least one case where the protein of wheat are specific poison to an individual, making it impossible for them to eat ordinary white bread.

Caffein Investigation

"Very thorough investigations on the subject of caffein indicate that it is stimulating, but not narcotic, that it increases the ability of the consumer to do mental or physical work without having a depression follow the stimulation, which is common to most other stimulants. The attempts of some individuals, therefore, to prepare coffee from which the caffein has been removed would seem to be directed along a wrong line, scientifically, since a beverage so prepared would not necessarily be acceptable to those for whom caffein is too stimulating or individually objectionable.

"Because of the large amount of work which has already been done on caffein we are able to speak with some authority as to its generally desirable character. Such is not the case, however, with some other ingredients. In order to be able to tell the whole truth about coffee it will be necessary to know exactly the changes which take place during its curing and roasting and particularly during the period when it is subjected to high temperature and undergoing the dry distillation characteristic of a heavy or medium roast. On this point information is lacking and here we hope to make progress.

"The literature reveals a sort of haziness in the point of view as to the cause for the flavor and aroma of coffee and how much actual loss of the materials producing them takes place during the process of roasting. Experiments are already under way to determine this point, if possible, and we hope by constant repetition and careful observation to arrive at facts which will be of great value to the coffee industry.

"While it is evident that caffein in general should not be regarded as a harmful ingredient of coffee, we are not in a position to say that there are no products formed, either by nature, or during the after treatment, which can be markedly objectionable. Again the literature is more or less conflicting, but it is quite evident that specially during the roasting process bodies analagous to pyridines are produced which on certain individuals may react quite unfavorably. I have used this simply as a type, although there is doubtless a whole series of organic bodies formed by the action of high temperature in the presence of the moisture in the bean which we may look upon as potentially, at least, capable of producing unfavorable reaction in the body and leading to the type of malaise commonly spoken of as "biliousness" or coffee indigestion, etc. That the nature of these compounds can be determined by careful scientific chemical work we believe to be a fact, and plans have been projected and beginnings made with these points directly in view.

"I have touched upon but a few of the questions which are opened up when one undertakes a thoroughly scientific study of a food compound of this character. These appear to us to be, however, fundamental questions which must be solved or at least partially solved before we can answer the apparently simple question as to how to make the cup of "perfect coffee." Scientific investigation proceeds sometimes by leaps and bounds and sometimes at a snail's pace. Observation of facts must be followed by hypotheses and verification of these hypotheses must be obtained by constant repetition and test observations.

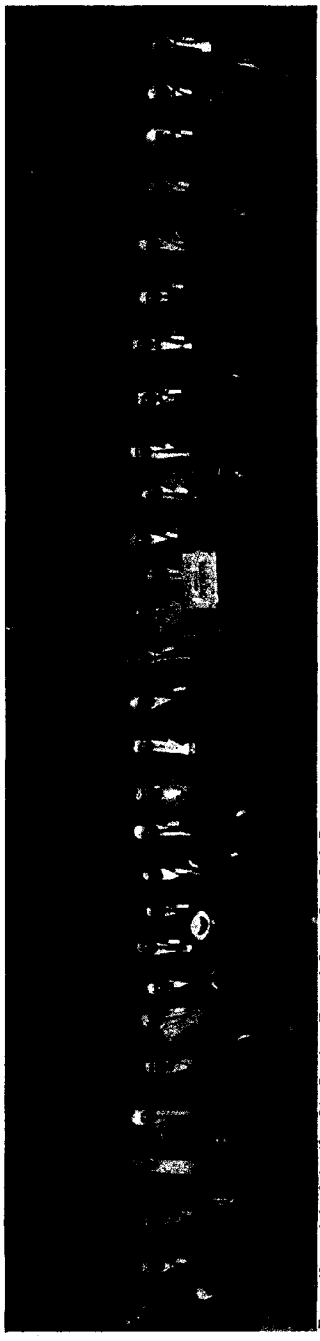
Why Research Is Necessary

"In my opinion, nothing could do the coffee trade more harm at this time than to promulgate a series of ill-digested and half proved theories, nothing can do it greater good than to have carried out a searching investigation as rigidly and cold-bloodedly as possible with the idea of finding out the truth in all phases of the problem. If there are harmful substances developed during the process of coffee preparation let us know the fact and discover how to avoid or counteract them; if there are methods for conserving or increasing the beneficial effects let us discover how this also may be done. Let us be in a position to counteract false hypotheses, omit false statements and half truths regarding coffee and its effects on the consumer and establish so far as possible the real, whole truth. It is increasingly apparent that it will only be necessary to lay all the facts which we can obtain by investigation before the consuming public to establish a confidence and belief in coffee which will be quickly reflected in its increased use."

"AMONG THOSE PRESENT"

Among the members of the association present at the convention were:

Allen-Rethemeyer Co. (W. L. Allen and Ben Rethemeyer), St. Louis.
Alton Mercantile Co. (R. R. Dangerfield), Enid, Okla.
Andresen-Ryan Coffee Co. (G. A. Andresen), Duluth.
Arbuckle Bros. (W. N. Green), Chicago.
Arnold & Aborn (Edward Aborn), New York.
Bell, Conrad & Co. (August S. Brasen), Chicago.
Biston Coffee Co. (Gus Biston, H. A. Floerke, E. H. Gressow, O. J. Konecker), St. Louis.
Black Hawk Coffee & Spice Co. (H. B. Cropper), Waterloo, Ia.
C. F. Blanke Tea & Coffee Co. (C. F. Blanke and Wm. Fisher), St. Louis.
Bour Co., The (H. P. Blodgett and W. F. Wever), Toledo.
Canby, Ach & Canby Co. (F. J. Ach), Dayton.
Capitol Coffee Co. (Frank Dana), Baton Rouge, La.
Cheek-Neal Coffee Co. (J. O. Cheek and F. L. Cheek), Nashville, Tenn.
Clark & Host Co. (Chas. A. Clark), Milwaukee.
Climax Grocers Coffee Co. (W. N. Gates), Indianapolis.
Crescent Coffee Mills (L. Aron), New Orleans.
Dannemiller Coffee Co. (A. J. Dannemiller), Brooklyn, N. Y.
Edwards Co., The Dwight (Dwight Edwards), Portland, Ore.



From the original in the St. Louis office of Leon Israel & Bros.

MEMBERS OF THE ORGANIZATION CONVENTION OF THE NATIONAL COFFEE ROASTERS ASSOCIATION, WHO MET IN ST. LOUIS, MAY 26, 1911

Reading from left to right: W. B. Johnson, St. Louis; W. T. Jones, New Orleans; George Schulte, St. Louis; C. F. Blanke, St. Louis; Ben Casanas, New Orleans; Carl Stoffregen, St. Louis; Edward D. Hanly, Kansas City; H. C. Grote, St. Louis; James Menown, St. Louis; Frank P. Atha, Kansas City; Henry Petring, St. Louis; J. M. McFadden, Dubuque, Iowa; Joseph Maury, Memphis; T. F. Halligan, Davenport; F. J. Ach, Dayton; Carl Brand, Cleveland; Wm. Fisher, St. Louis; M. H. Gasser, Toledo; Julius J. Schotten, St. Louis; E. W. Bockman, Louis Christopherson, St. Louis; Felix Coste, St. Louis; W. E. Tone, Des Moines; Robert Meyer, St. Louis; Fred Roth, St. Louis; M. E. Smith, St. Louis; J. B. Dubrouillett, St. Louis; Floyd Norwine, St. Louis.

Edwards Co., The William (J. A. Brahney), Cleveland.
Empire Coffee Co. (Geo. J. Bramsch), St. Louis.
Engelhard & Sons Co., A. (B. W. Engelhard), Louisville.
Ennis-Hanly-Blackburn Coffee Co. (Frank Ennis), Kansas City.
Evans Coffee Co., David G. (Gwynne Evans), St. Louis.

Fischer & Co., B. (G. E. Diefenthaler), New York.
Fischer Bros. Co. (F. T. Fischer), Seattle.
Fishback Co., The (F. S. Fishback), Indianapolis.
Fletcher Coffee & Spice Co. (T. J. McCarthy), Little Rock, Ark.
Folger & Co., J. A. (J. A. Folger), San Francisco.
Forbes Tea & Coffee Co., Jas. H. (G. V. Dahlgren, Fred Einhorn, Robert Forbes, Chas. P. Forbes, C. B. Givvon, W. N. Hunter, J. Forbes Johnson, James H. Forbes), St. Louis.
Fort Smith Coffee Co. (John Witherspoon), Fort Smith.

Garvey Co., J. J. (J. J. Garvey), New Orleans.
Gasser Coffee Co. (M. H. Gasser), Toledo.
Godfrey & Sons Co., R. R. (Jas. O'Rourke), Milwaukee.
Griffin Grocery Co. (J. T. Griffin), McAlester, Okla.

H P Coffee Co. (Geo. H. Petring and H. C. Grote), St. Louis.
Hall Co., Martin L. (C. H. Buker), Boston.
Halligan Coffee Co. (Edw. J. Mooney and B. L. Halligan), Davenport, Ia.
Hamill Co., S. (H. R. Culkin), Keokuk, Iowa.
Hanley & Kinsella Coffee & Spice Co. (Wm. Shields), St. Louis.
Harrison & Co., W. H. (W. H. Harrison), Cincinnati.
Hills Bros. (Chas. H. Bain), San Francisco.
Hoffman & Sons Co., John (W. Hoffman), Milwaukee.
Huthsing Coffee Co. (W. J. Huthsing), St. Louis.

Independence Coffee & Spice Co. (Fred Savageau), Denver.
Interstate Coffee Co. (A. J. Geisenberger), Natchez, Miss.
Inter-State Grocery Co. (C. A. Elam), Joplin, Mo.

Jewett & Sherman Co. (Lewis Sherman), Milwaukee.
Joannes Bros. Co. (E. C. Joannes), Los Angeles.
Johnson-Earl-Meyers Co. (Chas. Reith), Pittsburgh.
Johnson-Layne Coffee Co. (Benj. H. Johnson), St. Louis.
Jones-Thierbach Co. (Webster Jones), San Francisco.

Kansas City Wholesale Grocery Co. (Jos. T. Davis), Kansas City.
Kaupke Coffee Co. (E. P. Boynton and E. R. Kaupke), Cedar Rapids, Ia.
King Coffee Co., John E. (John E. King), Detroit.

Lang & Co. (H. L. Caldwell, Jr.), Portland, Ore.
Lombard & Co., J. A. (J. A. Lombard), San Francisco.

Macgowan Coffee Co. (C. Macgowan), Jackson, Miss.
Mahon Co., Samuel (Paul R. Stolz), Ottumwa, Ia.
Maury-Cole Co. (J. E. Maury), Memphis.
Merchants Coffee Co. (B. C. Cazanas), New Orleans.
Meyer Bros. Coffee & Spice Co. (W. H. Blackwell, Robert Meyer, J. B. Dubrouillet), St. Louis.
Millar & Co., E. B. (Mason Tilden), Chicago.
Moore Grocer Co., O. J. (Jno. T. Ryan), Sioux City, Ia.
Morey Mercantile Co. (Wm. L. Myatt), Denver.
Murdock Mfg. Co., C. A. (L. F. Yocum), Kansas City.
Muskogee Wholesale Grocery Co. (R. S. Davis), Muskogee, Okla.

Nave-McCord Mercantile Co. (R. E. Harvey), St. Joseph, Mo.
Norwine Coffee Co. (F. E. Norwine), St. Louis.

Odelsa Mfg. Co. (Jas. Dechman), Oklahoma City.
Ouerbacher Coffee Co. (J. P. Love), Louisville.
O'Donohue, Knight & Gage Co. (Fred H. Nash), Cleveland.

Page-Connell Coffee Co. (L. G. Page), St. Joseph, Mo.
Parsons & Scoville Co. (Chas. A. Elliott), Evansville, Ind.
Plunkett-Jarrell Co. (L. C. Dome), Little Rock, Ark.

Reily & Co., Inc., Wm. B. (J. W. Reily), New Orleans.
Ridenour-Baker Merc. Co. (G. W. Smith), Kansas City.
Roanoke Coffee & Spice Co. (T. E. Jamison), Roanoke, Va.
Rust-Parker Co. (F. F. Simms), Duluth.

Sanderson & Bros., W. S. (G. S. Sanderson), Denver.
Schonbrunn & Co., S. A. (S. A. Schonbrunn), New York.
Scull Co., William S. (Lot Boardman), Camden, N. J.
Sehon, Stevenson & Co. (J. B. Stevenson), Huntington, W. Va.

...r Co., The (J. W. Zawacki), Waco, Tex.
...man Bros. & Co. (O. B. Plumly), Chicago.
...ee Coffee Co. of America (Theo. Miller), New ...rk.
...ner, Warner & Co. (Oscar Remmer), Chicago.
...y Coffee & Spice Co. (W. J. Spray), Denver.
...field Wholesale Grocery Co. (W. P. Armstrong), ...ringfield, Mo.
...weender-Stoffregen Coffee Co. (O. G. Stoffregen), ...rman Steinwender, William Rich. J. S. Hartman, ...eo. A. Tieberman), St. Louis.
...ee Coffee Co. (E. U. Neuenschwander), Baltimore.
...eOrdean-Wells Co. (W. K. Gill), Duluth.
...well Coffee Co. (C. C. Stowell), Cincinnati.

...son & Taylor Spice Co. (H. A. Schmittker), Chi...ago.
...e Bros. (W. E. Tone), Des Moines.
...stern Grocer Mills (R. W. McCreery), Marshall...own, Ia.
...dar Co., The (Carl W. Brand), Cleveland.
...nsmeister & Sons, J. (L. G. Zinsmeister), Louisville.

Non-Members at the Convention

Among the non-member visitors at the con...ntion were:

...el & Co., Alejandro (R. P. Balzac), New York.
...minum Products (E. A. Carsey), Cincinnati.
D. Anderson, Inc. (Earl B. Elder), New York.
...erican Can Co. (L. J. Freundt, John F. Caine, ...A. W. Langdon, William J. Mullaley, C. D. Reid & O. L. Deming), New York.
...on & Company, J. (D. D. Gordon, T. J. Israel, P. L. Stetzer, Harry Stern), New York.
...buckle Bros. (Thomas McMullen, W. W. Voelbee), New York.
...minum Products Co. (A. C. Wright) La Grange, Ill.
...er & Son, N. W. (W. B. Okie), New York.
...minum Products Co. (J. S. McKibbin) Kansas City.
...kell Safety Bag Co. (P. J. Morales), Chicago.

...rns & Sons, Jabez (William G. Burns, Robert Burns, Joseph L. Kopf), New York.
...own, T. Barbour & Co. (T. Barbour Brown), Chicago and New York.
...randeau, Craig Dickerson Co. (W. E. Craig), Nashville.
...ecker, Edw. (William L. Korbin), New York.
...raunling & Co. (G. F. Oldroyd), New York.
...urt Machine Co. (Charles H. Wild), Baltimore.
...razilian Consul (A. M. Torres), St. Louis.

...olumbia Can Company (M. W. Coulter & E. J. Westerbeck), St. Louis.
...ore & Herbert (John Frost and D. Shepard), New York.
...arter Macy & Co. (W. J. Harvey, E. G. Qtton), New York and Chicago.
...ontinental Paper & Bag Mills (C. C. Mangrum, H. C. Newkirk, G. Ringshausen, O. H. Rucker), New York.
...olver, William B., Washington, D. C.
...arpenter, K. G., St. Louis.

...raper Brokerage Co. (R. Drummond), Duluth.
...'Arcy Adv. Co. (W. C. D'Arcy and Felix W. Cost), St. Louis.
...agraph Stencil Machine Co. (J. W. Brigham, R. ...Dodge and J. W. L. Todd), St. Louis.
...ahabet, Harry C., New Orleans.

...isman, Peter F, Toledo.

...ire Can Corp. (B. W. Butler, Ben K. Ford, W. D. Johnson), Chicago.
...ederal Can Co. (W. S. Trabue), Nashville.
...lori Machine Co. (Louis Flori), St. Louis.

...ump Co., B. F. (E. G. Berry, William M. Williams), Chicago.
...ood & Co., M. S. (L. F. Good, M. S. Good), St. Louis.
...ille Mfg. Co. (H. S. Gille), Kansas City.
...eneral Can Co. (A. J. Gretsch), Chicago.

Hobart Mfg. Co. (Gus Eichman), Troy, O., and (A. Guenzburger, O. L. Lewis), St. Louis.
Hard & Rand (Ed. Harrigan, Louis Homber, E. L. Huthsing, Harry Painter, Eugene Stahl), St. Louis.
Huntley Manufacturing Co. (J. J. Sutton, H. G. Lewis), Silver Creek, N. Y.

Irwin, Harrisons & Crosfield (Mr. Simmes), Chicago.
Israel & Bros., Leon (P. E. Bolstein, Lee H. Nolte), St. Louis, and (William R. Comerford, F. J. McKenna), New York, and (H. L. Teller), Chicago.
Ideal Stencil Mch. Co. (E. J. Marsh, G. N. McClusky), Belleville, Ill.
Interstate Grocer (C. T. Tucker), St. Louis.

Jackson, S. (S. Jackson), New Orleans.
Johnson, George J. (George Fearnley, P. Dahlen, George J. Johnson), St. Louis.

Limoges China Co. (D. S. Albright, W. H. Walker), Sebring, O.
Levy, S. A. Co., Inc. (C. H. Fox), New Orleans.
Lambert Machine Co. (A. P. Grohens), Marshall, Mich.
Leonard Co., T. E. (Emmett Leonard), Kansas City.
Louisville Coffee Co. (J. W. Klapheke), Louisville.

Miller Co., H. H. (H. H. Miller), St. Louis.
Marshall & Willey (E. H. Marshall), Kansas City.
Morgan, W. H., St. Louis.
Menezes, Th. L. de. New York.
McLean & Co., Anthony B. (A. McLean), New York.
Markham & Co., F. W. (F. W. Markham, O. V. Ruler), St. Louis.
Monahan Brokerage Co. (T. P. Monahan, F. J. Ryan, C. A. Schmidt), St. Louis.
Meguire & Seaton Co. (C. C. Seaton), Louisville.
McFadden & Bro., Geo. H. (W. D. Stuart), New York.
Miller & Co., H. H. (Thos. Hawken), New York.

N. Y. Commercial (W. C. Howland), New York.
National Packaging Mch. Co. (H. L. Hanson), Chicago.
New Orleans Can Co. (A. J. Munch, F. Pitchford), New Orleans.
Nolte Brokerage Co. (Ray A. Nolte, Eldred R. Nolte), St. Louis.
National Paper Can Co. (Jas. Annen, L. C. Brooks), Milwaukee.
Nordlinger & Co., Henry (A. C. Hamilton), New York.
Nash Smith Tea & Coffee Co. (W. Smith, Sr.), New York.

Orville Simpson Co. (Hugh Garvin, H. McCullough), Louisville.
O'Donohue Knight & Gage Co. (E. N. Gage), Cleveland.

Postal Telegraph Co. (Victor E. Blume, M. S. Hausladen), St. Louis.
Pneumatic Scale Corp. (C. M. Becker, R. W. Davis, Geo. F. Pond), Chicago.
Powell, E. M., Philadelphia.

Rexford Paper Co., Milwaukee, (R. R. Rockhill, A. McDonald).
Rochester Folding Box Co., Rochester, N. Y. (George Messerschmitt).
Royal & Co., Thos. M. (B. C. Betner, J. M. Driver), Bryn Mawr, Pa.
Ruffner, McDowell & Burch (W. J. Call, J. W. Blackburn), Chicago; (John Dupuy), New Orleans, and (F. W. Kunz), New York.
Ryan Co., J. C. (J. W. Rhodes), New York.

Stewart, Carnal & Co. (A. W. Berdon), New Orleans.
Steinwender, Stoffregen & Co. (C. M. Moore, H. M. Rodgers, C. H. Stoffregen), New York.
Spice Mill (H. A. McCarron, B. F. Simmons), New York.
St. Louis Coffee & Spice Mills (A. H. Plumer), St. Louis.
Soluble Coffee Co. (I. D. Richheimer), New York.
Smith Bros. Brokerage Co. (F. Tupper Smith), Denver.
Smith Scale Co., Columbus, Ohio. (W. S. Smith).
St. Louis Paper Can & Tube Co. (C. G. Tredway), St. Louis.
Standard Corrugated Box Co., St. Louis, (H. L. Borders, E. A. Lewis).

Tea and Coffee Trade Journal (O. W. Simmons, Geo. S. McMillan), New York.
Tricolator Co. (Jos. Neuberg), Chicago.
Thompson & O'Brien (A. F. O'Brien), Milwaukee.

Union Bag & Paper Co. (G. B. Metz, D. J. McKay, Jr., R. W. Thompson), St. Louis.

Whitney Co., T. C. (Thos. A. Kennedy), Chicago.
Westfeldt Bros. (E. A. Leonhardt, R. M. Walle, G. E. Westfeldt, Jr.), New Orleans.
Western Union Telegraph Co. (W. H. Meyer, R. E. Norman, G. H. Rauch), St. Louis
Wesco Supply Co. (E. J. Diehn), St. Louis
Woods, Ehrhard & Co. (F. W. Ehrhard), New York.

COFFEE ROASTERS AND GUESTS AT THE TENTH ANNUAL BANQUET, HOTEL STATLER, ST. LOUIS

HE ENTERTAINMENT FEATURES

e Social Side of the National Coffee Roasters Association Convention Briefly Told

HIS year's meeting was a business convention and the social features were subordinated. An outline of the three principal events the entertainment program follow:

THE BANQUET

The attendance at the banquet was not as large usual, for the reason that it took place on the t day of the convention, and, as is customary, y left for their homes on the day previous.

The speakers at the annual dinner were: Mr. Adams gave an interesting account of his worldwide travels, and also dwelt upon the activities of the Pan-American Union.

Robert E. Lee played a return engagement. He spoke at the previous convention of the N. C. R. A. in St. Louis, and made such a hit with his ready wit that he was asked to repeat.

Among those at the speakers' table besides President Brand and the speakers, were Charles H. Bain, F. J. Ach, Th. Langgaard de Menezes, Robert M. Forbes, Frank Ennis, William Fisher and C. A. Clark.

THE THEATRE PARTY

Thursday evening about 300 of the members and their friends attended the theatre party in the Orpheum, the St. Louis branch acting as hosts. The actors entered into the spirit of the evening and roasted President Brand on his golf, Billy Fisher on his three terms as president of the St. Louis branch, Check on his having six sons in the business with him, and numerous other members on some peculiarity. Some one stole Secretary Coste's badge, and it appeared adorning the breast of one of the comedians.

A GROUP OF COFFEE CONVENTION GOLFERS READY FOR PLAY

ft to right: W. D. Stuart, J. O. Cheek, F. J. Ach, T. Barbour Brown, C. W. Brand, A. W. Langdon, Felix
Fe. C. H. Bain, J. A. Lombard, Webster Jones, M. Tilden, Oscar Remmer, J. F. Caine, O. W. Simmons

klin Adams, of the Pan-American Union, shington, D. C.; Dr. Sebastiao Sampaio, shington, D. C., and Robert E. Lee, of St. s. President Brand was toastmaster.

r. Sampaio substituted for Augusto Cock- De Allencar, the Brazilian Ambassador, who the last moment found that he would be un- to attend. Dr. Sampaio made one of his acteristically enthusiastic and interesting about Brazil, and particularly its relation the coffee industry of the United States. He ressed the hope that President Brand would rtly visit Brazil as the guest of his govern-

THE GOLF MATCH

The customary convention golf tournament was held on the afternoon of the day preceding the opening of the convention. In the morning

SOME CONVENTION NOTABLES ON THE ST. LOUIS GOLF LINKS

Left: A trio of San Francisco coffee men, C. H. Bain, Webster Jones and J. A. Lombard; *Center:* President Br getting ready to win first prize; *Right:* W. D. Stuart, of New York, "following through."

of that day, the prospects did not appear very bright for a large number of contestants, but under the management of Walter Petring, there were about twenty-five who made the trip to the Glen Echo Club, and who participated in the tournament following a luncheon at the club. Carl W. Brand, president of the association, captured first prize, and John Witherspoon, of the Fort Smith Coffee Co., Fort Smith, Ark., secured the second prize.

HEARD AT THE CONVENTION

"If coffee substitutes, composed of wheat bran and low black-strap molasses, nauseate you, drink coffee!"—J. O. CHEEK, suggesting copy for the advertising campaign.

"I should like to call the members' attention to the fact that only three out of the four directors nominated were on the nominating committee; the fourth we chose from the membership at large."—F. J. ACH, chairman of the Nominating Committee.

"I am for good roads, but I would rather see the good road run from a mill to a freight depot than from the Sheriff's office to the cemetery."—W. B. COLVER.

"I can say, in behalf of Colorado, that we have no objection to any members stopping there on their way to San Francisco to next year's convention."—J. A. FOLGER.

"Put your terms right and give customers the service and the quality, and they will stay with you."—J. O. CHEEK.

SMILE, DARN YOU!

A Message of Cheer to Members of National Coffee Roasters' Association and Others *

BY F. J. ACH
Dayton, O.

WELL, here we are again my lads, from N.
South, West and East,
To exchange congratulations at our annual
feast,
To tell of our immense success thruout this
drous year
And, based on past experience face the fu
without fear.
Our yearly gatherings heretofore, have be
source of pleasure,
And this year in particular, we're happy be
measure.

We've always loved our business, and with
reason, too,
For never, never, never, have we reas
blue.
We seem to have the faculty of always
right,
And exercise much wisdom, great cauti
foresight,
For when we're loaded down with stocks,
price will never sag,
But when she makes a big decline we've
got a bag.

And oh, what rapture fills our hearts, w
gladly we remember
How wisely we bought shipments for
August, September.
If this foresight we hadn't shown, on be
sound advice,
We'd have to buy our coffee now, and pay
current price.

*Delivered at the tenth annual convention of the National Coffee Roasters Association, St. Louis, November 11, 1920.

And when these shipments reach us, we realize quite oft,
'Tis not the coffees well described, but the Roasters that are "soft."

Some fluctuations mighty wide, within the year we've seen,
While Santos fours were skidding down, from thirty to thirteen.
But even this drop favored us, 'twas but the entering wedge
To fortune's golden gates because, we had the option Hedge.
That wonderful protector, that shelters weak and strong,
And which we use, just when we know, the market's going wrong.

And then we have another plan to keep us off the rocks,
So while the market's going down, just average your stocks,
And when she takes a further slump from seventeen to ten,
You only need repeat the dose, and average again,
How often need we do this, presents a problem keen,
You solve it Coffee, you've got the "bean."

The cables now are weighted down, with most important news.
Of course it can't be guaranteed; believe it if you choose.
But sources quite reliable give this authorization,
San Paulo will relieve US soon, with new valorization.

How far this wise expedient will remedy our plight,
Is cause for some uncertainty: perhaps we may guess right.
Sao Paulo when she sells her stocks, gets prices at the top;
But after we take on a load, we meet an awful drop.

Our problem's most peculiar, when the market speeds on high;
No one can guess how far she'll go, the limit seems the sky.
But when she heads the other way, could anyone foretell
That she'll not stop until she knocks, the bottom out of hell?

'Tis often said that Providence doth shelter the shorn lamb,
But in our case said Providence, don't seem to care a damn.
The shepherds of the market place, with clippers opened wide
To gather all the precious wool, they shear us to the hide.

They're stone deaf to the Ravens cry, nor heed the sparrows fall.
We ravens and we sparrows have our backs against the wall.
The margins that we thought so safe, all quickly disappear,
And help to fill the coffers of the bearish profiteer.

Hope springs eternal, says the bard, within the human breast,
And during all these gruesome days, we kept hoping for the best.
Unless improvement quickly comes, since Harding walloped Jimmy,
'Twill shake our hope, 'twill shake our faith, 'twill even shake our shimmy.

When we make sales with future date, there's ne'er a countermand.
No matter *how* the market goes, these orders *always* stand.
And never will a claim be made on lower cost production,
When goods are too long on the road, no one will ask reduction.

Our customers are most polite, they never make a kick.
They're always pleased with goods we ship, and send their checks right quick.
So prompt indeed they pay their bills, we're all filled with amaze,
When as one man they *all demand*, that terms be thirty days.

It's true the railroad fares increase, the Comp'nies need the money.
That doesn't cloud our rosy skies, they're *always* bright and sunny.
The hotel bills, the auto hire, each move our salesmen make,
Keep mounting up, but cheerfully, we pay without an ache.

The freight rates too have made a jump some thirty-five per cent.
This will increase our profits too, that was the plain intent.
Our cartons, cans and boxes—all cost a trifle more,
Which operates to make our lot, much easier than before.

The publishers, those mighty men, who've grown so rich and wise,
Have hammered home that ancient saw, it pays to advertise.
But when we con the present rates, 'tis not strange if we say,
Of course it pays to advertise, but then, *whom* does it pay?
Perhaps the sequel you would know, ere the story grows too stale,
You tell 'em shirt, you have the tale.

That's why we're such a happy crowd, why everything runs fine,
Why employes ne'er ask a raise, nor question a decline,
Why our expense grows always less, our profits always big,
While dealers in most other lines, must dig and dig and dig.
But best of all the circumstance, that of pure rapture smacks.
We know darn well we need not pay, an excess profit tax.

CONVENTION SIDELIGHTS

Notes and Observations About Members and Non-Members in Attendance at the St. Louis Meeting

THE industrial exhibit idea got away to a good start at St. Louis. President Brand is well pleased with the beginning and hopes it can be repeated. During the first day, particularly, there was a good crowd in the exhibit room between convention sessions, and the delegates showed much interest in the displays, especially the working demonstrations.

One of the pleasant incidental events of the convention was a dinner party held on the evening of November 11 at the Missouri Athletic Club. Among those attending were Mr. and Mrs. W. W. Calkin, Keokuk, Iowa; Mr. and Mrs. G. Johnson, St. Louis; S. A. Schonbrunn, Fred Ehrhart, William Smith, William Comerford and A. C. Hamilton of New York. After the repast dancing was enjoyed.

A. J. Gretsch, of the General Can Co., Chicago, was a convention visitor. His firm did not have an exhibit but Mr. Gretsch was on hand to greet his friends in the trade.

H. S. Gille, of the Gille Manufacturing Co.,

CONVENTION COFFEE MARKET QUOTATION BOARD INSTALLED BY LEON ISRAEL & BROS.

The blackboard illustrated above, with ticker attachment, was set up in the convention room and kept the delegates in close touch with coffee market conditions. This feature was made possible by the co-operation of L. H. Nolte, manager of the St. Louis branch of Leon Israel & Bros.

Among the Pacific Coast members at the convention were Webster Jones, president of the California Branch Association; J. A. Folger, the newly elected first vice-president of the National Association, and J. A. Lombard, all of San Francisco, also E. C. Joannes of Los Angeles.

Thomas P. Monahan, of the Monahan Brokerage Co., New Orleans, was much in evidence at the meeting. Mr. Monahan is now permanently located in New Orleans, being in charge of the newly established office in that city. His firm also maintains an office in St. Louis in charge of G. A. Schmidt.

Kansas City, came to St. Louis with the Oklahoma and Kansas City delegation, and it is said he was the life of the party. According to Mr. Gille's account of the volume of business he is doing, he doesn't have to attend trade conventions to sell coffee cans.

Genial "Tom" Royal was missed at the meeting. B. C. Betner of Thomas M. Royal & Co. was on hand, also J. M. Driver. The Royal display in the exhibit hall was a "pippin." It means real work for Ben and J. M.

A feature of the exhibit of the Diagraph Stencil Machine Co., St. Louis, was a "Kaffee

Klatsch," being a list of a hundred or more users of Diagraph machines.

One of the most active and helpful persons about the convention room was Mrs. B. B. Trulock, who assisted Manager Coste at the registration desk and made herself generally useful and accommodating, having a word of welcome for each newcomer and making every one feel at home. Mrs. Trulock is employed in the St. Louis office of Leon Israel & Bros.

It is doubtful if any one had a better time at the meeting than Walter D. Stuart, of Geo. H. McFadden & Bros., New York. He was a royal host.

The Rochester Folding Box Company, Rochester, N. Y., distributed a disc shaped perpetual calendar in commemoration of their twenty-fifth anniversary. The face of the calendar is white, surrounded by a circle of red. On the reverse side is a picture in blue of the plant, with the words "Twenty-fifth Anniversary, 1895-1920." The weight of the souvenir makes it an extremely serviceable paperweight. Its attractive coloring and neat appearance do credit to the company it represents.

Frank Ennis, of the Ennis-Hanly-Blackburn Company, Kansas City, showed commendable enterprise when he distributed a card at the convention reproducing the photograph of the first N. C. R. A. meeting, together with a list of the names of the men in attendance. This card was handed to every convention visitor, signed by the Ennis-Hanly-Blackburn Company. The photograph, which was loaned by Leon Israel & Bros., St. Louis, is reproduced on page 722.

George Messerschmitt, of the Rochester Folding Box Company, Rochester, N. Y., had one of the most popular exhibits at the convention for the reason that underneath his display table he had a box of apples which he handed out to visitors as souvenirs. The plant of the Rochester Folding Box Company is located on a fruit farm.

It is interesting to note that Mrs. B. B. Trulock, who is mentioned in another paragraph, is the daughter of the late W. T. Bown, first secretary of the National Coffee Roasters Association.

Fred Ehrhard, of Woods, Ehrhard & Co., New York, made quite a reputation as a singer at St. Louis. He has a fine tenor voice. Since his return to New York, it has been rumored about Front street, that he has been offered a position with the Metropolitan Opera Company.

S. A. Schonbrunn, the New York coffee roaster and exponent of the terpsichorean art, had the opportunity to display his skill in St. Louis, in spite of the fact that the entertainment program did not include an evening of dancing, as has been customary in the past.

The American Can Company, New York, did not have a display at the exhibit hall, but this firm was well represented at the meeting by O. L. Deming, John F. Caine, A. W. Langdon, William J. Mullaley, and C. D. Reid. Messrs. Caine, Langdon and Reid participated in the convention golf tournament, but did not capture any prizes, perhaps out of courtesy to the coffee roaster contestants.

O. L. Deming, advertising manager of the American Can Company, said it was a good convention, and he ought to know because he has attended more association gatherings than most men and he enjoys a wide acquaintanceship among manufacturers in many trades. Mr. Deming has much to do with the annual meetings of the Canners' Association, and there are mighty few canners who do not know and respect him.

Ed Harrigan, manager of Hard & Rand's St. Louis office, chaperoned Ben Casanas during the meeting, making sure that Ben did not trip over his new cane.

Any roaster who came into contact with a Fibre Can Corporation representative must have been impressed with the enthusiasm that characterizes every member of this young organization, which is making a specialty of coffee packages and maintained an exhibit at the roaster's annual meeting. Those representing the corporation at the convention were B. W. Butler, B. K. Ford and W. D. Johnson.

Harry C. Danaher, the coffee commission agent who recently re-entered the business on his own account, was on hand at St. Louis. Mr. Danaher attended the St. Louis meeting in 1915 and hasn't missed any since then.

St. Louis is home for Max Good of M. S. Good & Co., coffee brokers, and so he didn't have to take his accustomed long trip to attend the meeting. Max Good is one of those individuals who lend atmosphere and a spirit of geniality to any gathering. We hope he will always be among those present when coffee men meet. If Max would only chronicle his experiences in the coffee trade it would make good reading.

Many commented on the appearance and activity of J. O. Cheek, of the Cheek-Neal Coffee Co., Nashville. Mr. Cheek is no longer a young man, but he doesn't look a bit older than he did at the inception of the N. C. R. A. ten years ago, and he was one of the most active men at the 1920 meeting. Mr. Cheek has six sons engaged in the coffee business with him.

A. W. Berdon, president of Stewart Carnal & Co., New Orleans, returned to his office by

way of St. Louis after a four months' visit to the Pacific Coast.

A. P. Grohens, general manager of the Lambert Machine Co., coffee machinery manufacturer, Marshall, Mich., was present and during the course of the meeting presented each delegate with a neat leather bound pocket diary. It is Mr. Grohens' regular custom to distribute some serviceable souvenir at each convention of the N. C. R. A.

Some years ago Jabez Burns & Sons, the coffee machinery manufacturers, of New York, presented gold coffee beans as convention souvenirs. They proved an ideal memento and so this firm has distributed them each succeeding year. Every one wears a Burns coffee bean in the label of his coat during N. C. R. A. conventions and in many cases, throughout the year. It has become the insignia of the craft.

Judging by the comment heard about the corridors of the convention hotel, L. C. Brooks, of the National Paper Can Co., Milwaukee, has aroused the interest and admiration of numerous coffee packers, and container manufacturers, as well, because of the aggressive manner in which he is presenting the merits of his products —Napacans.

President Brand's reference in his annual report to the unfortunate cripple who was cheerful and industrious in spite of adversity brought to mind the fact that the President's home town, Cleveland, has a "community chest." This organization recently conducted a successful campaign to raise a considerable sum of money in behalf of Cleveland's needy, and Mr. Brand, the vice chairman, took an active part in the campaign.

J. J. Sutton, of the Huntley Manufacturing Co., Silver Creek, N. Y., the coffee machinery house, was much in evidence at the convention. Mr. Sutton gets about the country a great deal and is building a nice following in the trade. H. G. Lewis, of the same company, was also registered at the meeting.

Jabez Burns & Sons, the coffee machinery manufacturers, displayed a nice bit of enterprise when they distributed a map of the New York green coffee district at the convention. On this map is indicated the location of the leading firms who use Burns equipment for testing samples of coffee and tea.

I. D. Richheimer, of the Soluble Coffee Co. of America, New York, was "among those present." Mr. Richheimer's wide acquaintanceship in the coffee trade has greatly facilitated the introduction of his product to coffee men. There were few men at the convention that he did not know. It is difficult to withstand Mr. Richheimer's persuasive salesmanship, because he knows coffee packers' problems, having been a roaster himself, once upon a time.

E. G. Beeson, formerly with the National Grocer Mills, Detroit, was a convention visitor. Mr. Beeson recently returned from a sojourn of several months in Europe. He is now acquainting coffee roasters with the merits of cultured coffee. He was warmly greeted by his old association friends.

A. J. Munch, the New Orleans can man, came up with the delegation from the "Crescent City." Because of his ample physical proportions, The Tea and Coffee Trade Journal artist eagerly seized upon the opportunity of making a pen picture of A. J., the result of which is shown on another page of this issue.

So far as we know, the St. Louis meeting was the first N. C. R. A. convention attended by G. E. Diefenthaler, of B. Fischer & Co., New York. Mr. Diefenthaler is identified with one of the largest coffee roasting firms in the East, and the association needs the active co-operation of men of his caliber.

Arbuckle Bros., New York, were represented by Thomas McMullen, one of the firm's executives. It is Mr. McMullen's custom to make an extensive trip at least twice a year for observation and intimate contact with the sales force. After leaving St. Louis he visited several cities in the South and West.

A. J. Dannemiller, of the Dannemiller Coffee Co., New York, was on hand as usual, but unfortunately was not accompanied by Mrs. Dannemiller, whose presence has lent grace and charm to numerous former occasions.

The Orville-Simpson Co. of Cincinnati, showed a Rotex sifter in actual operation. The machine is designed to sift coffee and spices. The manufacturers state that this equipment requires little power to operate and the special cloth cleaning device makes it possible to sift difficult spices.

Although E. D. Anderson, Inc., New York has been making automatic packaging machines for some years, it is only recently that this firm has exhibited and advertised its machines. The Triumph Weigher, shown at St. Louis, is a new type of automatic weigher designed to handle both tea or coffee. E. B. Elder, who had charge of the exhibit, demonstrated that this machine would weigh basket-fired, Japan tea, a difficult product to handle automatically. An interesting part of the display consisted of pictures of the various types of automatic machines made by this firm, including extract bottle labeling machines, candy wrapping machines, etc.

COFFEE CONVENTION DIGEST

¶ Here will be found excerpts from the more notable addresses, and the most helpful papers, carefully edited for the general reader and designed to be more convenient for reference purposes.

TERMS AND DISCOUNTS

Price Deflation Means That the Time Has Come When All Roasters Should Do Business on Short Terms

By A. E. GILSTER
St. Louis

POINTING to the disturbed business conditions due to deflation of prices and allied factors, A. E. Gilster, financial manager and coffee department director of the Amos-James Grocery Co., St. Louis, said:

"The stringency of money has curtailed trade and the terrific losses which wholesale grocers have had to assume on sugar alone have been frightful enough in many instances to encroach upon working capital.

"The stocks of merchandise are being liquidated on this account at a sacrifice, and buying has been very much restricted on account of the lack of funds. This strong pressure to sell with a light demand for merchandise has worked a double hardship on the jobber. On the other hand, the encouraging feature of the present situation is that the speculative element which has usurped the function of the wholesale grocer is rapidly being entirely eliminated, and the grocery business is now drifting into the regular legitimate old-time channels.

"Due to the fact that stocks of many jobbers are much lighter than they have been, jobbers will be enabled to buy new goods at the market, provide the retailer with merchandise in a great many instances at a less price than the chain stores or channels other than the wholesale grocer own them for, in this way placing the independent merchant in an enviable position to meet competition. This will change the entire feeling in regard to merchants buying too sparingly and will stimulate business from every angle.

"The time has come, however, when we must see the wisdom of doing business on shorter terms. The very fact that a great many jobbers have for a number of years been able to extend their business by having shorter terms, and collecting their bills more closely than others, demonstrates very clearly that where there is a will there is a way."

Here Mr. Gilster told the experiences of some wholesalers have had with shorter terms, mentioning one who has twenty-two jobbing houses under his control and has reduced outstanding monthly accounts from an average of 200 per cent a few years ago to 43 to 75 per cent on November 1 of this year. He also said that since his own firm was started in 1907 it had never billed goods other than on 30-day terms. During the war these terms were brought down to seven days.

Mr. Gilster next pointed out the effect long terms have on some retailers:

"Quite frequently retail merchants will buy fixtures necessary or unnecessary to their establishment and will bind themselves to pay certain amounts in stated periods, and where jobbers are lax in their terms they use the money which should come to the jobber and invest their money in equipment of this kind. In some instances, they have even purchased real estate, and when asked for bills owing they say their money is in building or real estate of some kind and they cannot meet their obligations. . . .

"Getting back to my own firm again, you might be interested to know the percentage of outstandings of our different houses. One of our firms in Indiana had outstandings on the first of the month of only 68½ per cent. The average of all of our outstandings was less than 100 per cent. Local outstandings amount to only 66 per cent., and we are far from being satisfied because we feel that the time must come when the retailer must do as the jobber—discount his purchases if he is to compete with the tremendous competition that he is facing at the present time. The very fact that one concern alone can get three hundred million dollars annually in cash from the consumer in advance fairly shows that the consumer will pay cash where the retailer exacts cash. . . .

HOW SHORT TERMS BENEFIT RETAILERS

"What effect would it have on the retailers in this country if we were educating them on a short term basis not only in buying goods, but in selling goods the same way? It would place every merchant in a strong position. It is quite natural that if a merchant takes care of his obligations promptly he is also more efficient in his business. Furthermore, it puts him in a position to exact the best terms possible from every source, and he is placed in a position to sell his merchandise at a price which would meet any and all competition, which, after all, is of just as much advantage to the wholesaler as it is to the retailer, and if it is of advantage to the re-

tailer it is of just as much advantage to the consumer.

"Having educated the retailer to shorter terms in both buying and selling, the result will be better buying policy on the part of the retailer, and less likelihood of over-buying which, under present conditions, is one of the greatest handicaps that a merchant works under, for when a merchant over-stocks he does it on long terms, and this makes it necessary for the jobbers to carry this account, acting in a measure as the retailer's banker. This is distinctly a disadvantage to the wholesaler as well as the retailer. . . .

"There seems to be much fear on the part of a great many distributors of food products in the making of a change in their terms, owing to the fact that this is not a general proposition on the part of all jobbers. As long as this stands out before us, just so long will we get nowhere on the proposition. This, then requires leadership of marked ability, and requires fearless carrying out of a policy for betterment of business regardless of what your competitor may be doing.

Terms During the Sugar Slump

"Some months ago when the item of sugar had run up to the price of a cup of good coffee, we concluded that it was going to take more money than we were going to get from our banks to finance sugar, and we, regardless of what our competitors did, made our terms cash in advance on this item. Our price was made net cash, no discount, cash with order, and although the bottom was knocked from out of the sugar barrel, this country having now more sugar than we will be able to consume this year, we still bill sugar out on net terms. Possibly this change of terms was not appreciated, but we felt that we were adding many retailers due to the fact that we exacted cash and they could not afford to buy except from a hand-to-mouth basis. There is no question in my mind that the usual terms on this item would have spelled disaster for many retail merchants, at least, to those who made their purchases largely through our house, had we not adopted this policy.

"The matter of cash discounts has had the attention of the St. Louis Wholesale Grocers' Association for some time past. I am free to admit that there has been no uniform plan that could be agreed upon, owing to the conditions which prevailed in the past few years, but there has been a tendency on the part of a great many jobbers to reduce their terms to 1 per cent., and this has been successfully carried out by some houses. As a general proposition, however, on 7 to 10 day terms the wholesale grocer gives 2 per cent. on some items, feeling that it is a banking proposition and that this is an incentive for the merchant to pay his bills in the discount period. If this inducement were lacking he would take thirty days or longer to pay his account. . . .

"In conclusion, I just want to say that at no time in the history of the St. Louis market have the jobbers worked so closely together in matters of this kind, and to my mind the same constructive work could be carried on in similar associations such as the National Coffee Roasters Association and its affiliated branches. It would materially aid your business and ours."

ASSOCIATION ADVERTISING

The Fundamentals of the Successful Campaign, Especially in the Interests of Coffee

By Charles Coolidge Parlin
Philadelphia.

"THE real trouble with cooperative or association advertising is not advertising, but cooperation," said Charles Coolidge Parlin, manager of the Division of Commercial Research the Curtis Publishing Company, Philadelphia. He continued: "Advertising can do part. The difficult thing is to get cooperation The difficult thing is to look each other in the eyes and trust each other sufficiently to carry a program through. The much more difficult thing is to live down a success. The most discouraging thing about cooperative advertising is that success is most likely to kill it. With the individual, the man who gains a success immediately aspires to still further and higher success The cooperative organizations that make a success are very likely to rest on their oars and in the period may lose the advantage that they may have gained by previous successes.

Coffee Advertising Peculiarities

"In this I think we need to make a rather clear distinction between cooperation among growers and cooperation between manufacturers. The peculiarity of your organization is that in a way in your advertising you represent both. That is, if we call them coffee roasters, standing as manufacturers, we have a distinct group as compared with the growers in Brazil.

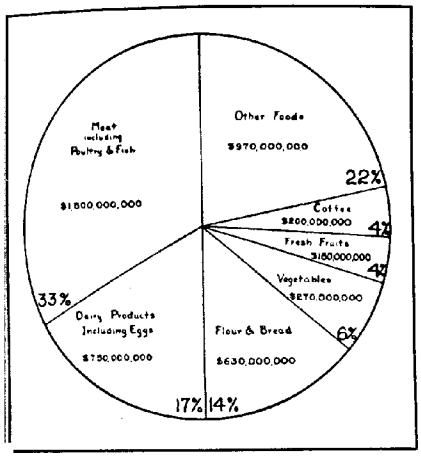
"Cooperative advertising in the past has proven most successful with those that are growers. Growers have a different situation they can produce in competition with each other one man can do it better than somebody else and no one of them is large enough to sell nationally; in order to sell they need to get together."

Here Mr. Parlin told about the orange and raisin growers' association advertising campaigns showing that such campaigns tend to increase production and to expand markets. He resumed:

"Now it comes to your association which represents, in turn, a manufacturing association where, again, the chief competition between yourselves becomes selling. You can buy at about the same price, produce at somewhere near the same cost, and you have your competition in selling. It is less easy for you to cooperate on a selling plan, or perhaps it would be fairer to say it is less necessary. And yet, you are the American ear that must give the direction to these contribu

tions from Brazil, and to do it you must do your part in contributing.

"I say that is a very great advantage—to have $250,000 handed to you for the purpose mentioned, but in that comes a certain disadvantage or perhaps several. Maybe I can best illustrate it in this way: If you will go to almost any capital city in the country, unless it is a very large city, you are very apt to find there a magnificent state house and a very poor city



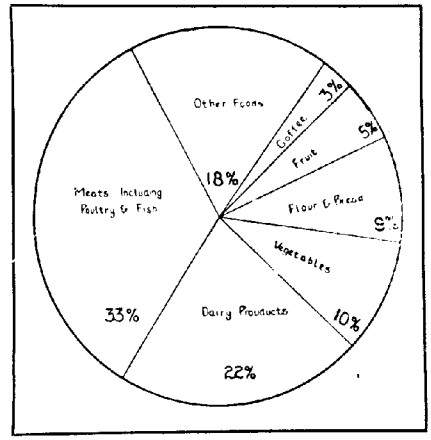
How the Country's Annual Food Expenditures are Distributed

hall, and what is the reason? The reason is that the city becomes pauperized by the state in building buildings. The state puts up magnificent buildings there—greater than the city could aspire to, and then the city doesn't do what it normally might, to judge by other cities of the same size and wealth. There is the danger.

"Having been given $250,000, it becomes too easy to rest on the oars and hold back from doing the thing which you need to do to put it over. You need to make your contributions of money, of effort. You have got to take a real interest. Let me emphasize again, gentlemen, that it is necessary not merely to put in your lc. a bag, which seems a most trivial thing so far as that is concerned, but it is necessary for each and every one of you to get back of this campaign. We recognize, we who are in advertising, that advertising is a great power, but we realize that there are two other factors that are also great powers. In the first place, there is the merit of the product, and let me emphasize to you gentlemen a fact that is perfectly trite and yet needs constant reiteration—that is the necessity of turning out a meritorious product. . . . The success of any advertising proposition depends on the merit of the product; and one of the elements of support you need to give is the most serious effort you can possibly give to the building up of the quality.

"Another thing you need to do is to get behind it in a selling way. Word-of-mouth advertising is the most powerful thing in the world; the most powerful thing to promote the use of coffee is a woman that can cook delicious coffee and say a word for it as she passes it out to her friends. You need to have your definite selling effort, you need to tie up with the advertising that selling effort. You need to get behind every page that comes out in our publications and in other publications, and put them in your windows, give them to your salesmen, have them go out and sell your retailers.

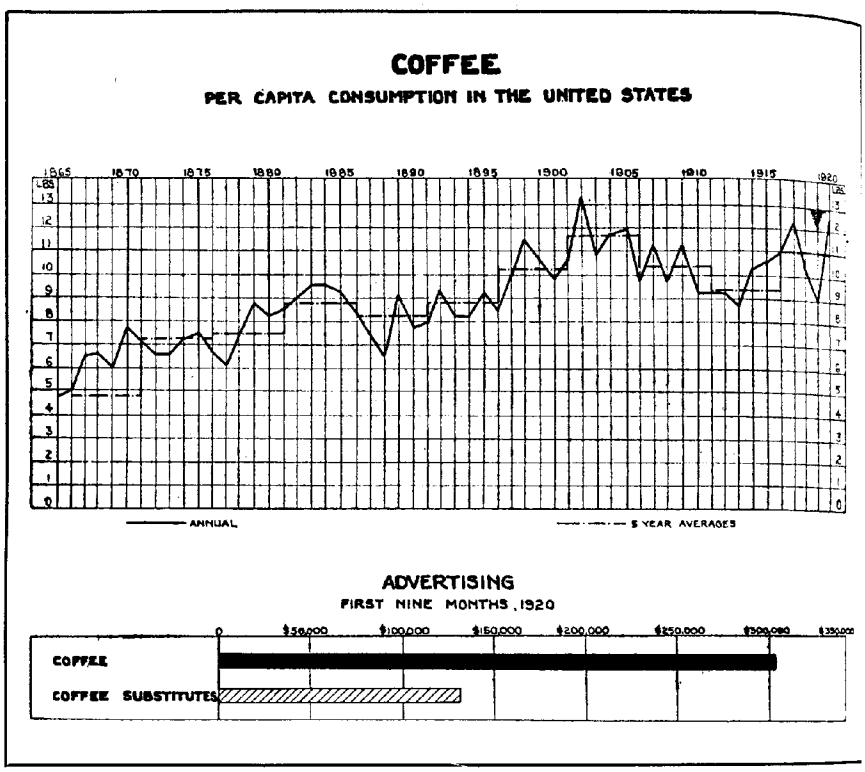
"The great difficulty is that coffee is such a small part of the retail business. Perhaps before I go on to that I ought to say just a word in regard to your own proposition. Going back to an earlier period when I spoke to you at your last meeting, I called attention to the fact that the advertising of substitutes for coffee, indicated by the green line on this chart, was very much in excess of the advertising that was being done of coffee. You see that remained true right up to 1918, the green line being several times that of the black line; but beginning in the middle of last year when your advertising started, you passed the green line very materially, reaching up to nearly twice that. Twice as much advertising of coffee was done as of substitutes. These lines represent the 1920 situation, up to



Analyzing the Average Family's Yearly Food Expenditures

October as far as the records are in. The dotted line indicates what it presumably would be, carrying it out on a percentage basis. Again you see a fine domination of coffee as the result of your advertising.

"It is rather interesting to compare those figures with the per capita consumption as the government figures it. As you gentlemen know, that is figured on the basis of imports, and hence is subject to fluctuations from year to year according to import figures. When there is a thought of prices being higher, there is an accel-



COFFEE CONSUMPTION BY FIVE YEAR AVERAGES, AND THE 1920 ADVERTISING RECORD

erated buying, and when they think prices are lower there is a retarded buying. This does not mean that the per capita consumption jumps up and down from year to year as is shown on this chart, but if we take a five-year period we may get a fair picture of what is the actual consumption. We see a fairly definite development until about 1905, which is just about the time the coffee substitute advertising got under way. Since that time we see a definite decline until we get to 1915. Since that time there is a fairly definite increase. I may say that these figures are for the year ending June 30th, and hence this low period represents just about the point at which you began advertising; you find there has been, since then, a definite gain.

"I do not say that is directly the result of advertising. I think your problem is a long-distance one. You have got to interest new people in using coffee, other people in using more coffee. It is something that is not going to be done in a day. I do not see that you have the opportunity to go out as the raisin people did, and teach a brand new use. This we feel confident of in advertising. You do have the opportunity of developing, through the persistency of your efforts year after year, a greater and greater market. Of that we feel sure.

"The only question in our mind is your own ability to cooperate, your own ability to stay behind the thing with the full power of your interest, not merely making your contribution—that needs to be done—but adding the full measure of your interest.

"I think that will be a little clearer if we turn for a moment to see what a factor coffee is to the retailer. The most exhaustive study ever made of food consumption was made by the government in 1903. So far as dollars are concerned, the figures are entirely obsolete. So far as percentages are concerned, they are interesting. Over 25,000 families were interviewed by the government investigators. They found that food made 45 per cent. of the total expenditures. They found that about 10 per cent. of these families, or 2,500, had kept pass-books and they could get a closer analysis. They found that these families had a slightly higher income by chance, largely probably because there were more members of the family. They spent a smaller percentage for food. That generally holds true. As an income increases, the amount of money in dollars increases, but the expenditure of money decreases for food.

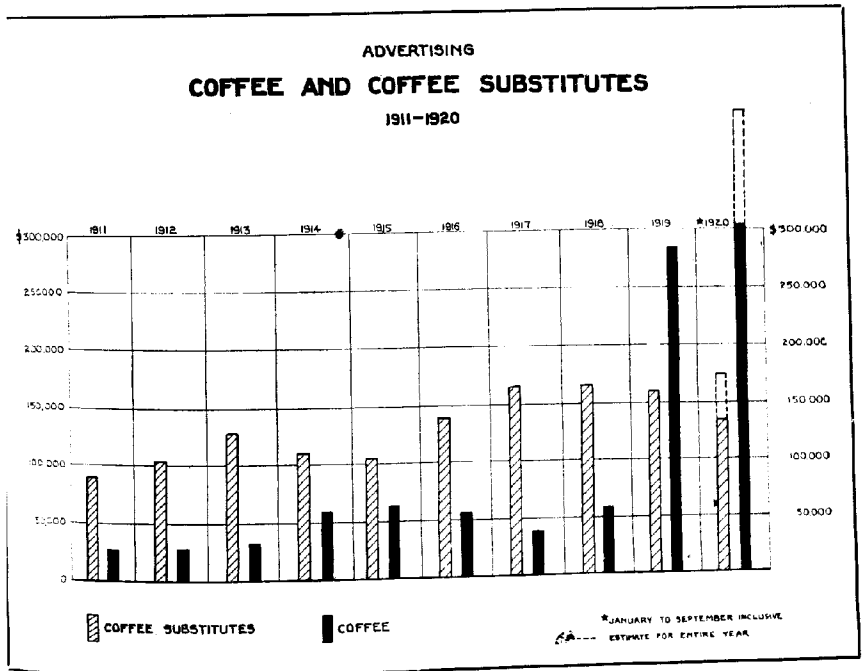
"The thing I wanted to call your attention to was the analysis of the $327 spent by these 2,500

...ies for food. It shows that in these food ...penditures, of that $327, just 3 per cent repre... ...ted expenditure for coffee, while 97 per cent ...t into other lines. We made an attempt to ...e this before the war to a national basis, ...nding the farm families as well. The farm ...ilies did not buy so much of dairy products ...d vegetables which they raised themselves, but ...fee was a little higher, possibly 4 per cent. ...e total figures are now changed; instead of ...r and a half billion it is now approximately ...t that goes out in retail. But, again, I pre... ...e that your coffee percentage may not be ...ch more than 4 per cent; at any rate it cannot ...very far from that one way or the other, that ... from a retailer's standpoint—selling food. ...ur line is only 4 per cent of his operation. ...at means that you cannot expect any very ...eat amount of sales effort on his part; in ...ct, you cannot expect any unless you get after ...m pretty hard; hence, the necessity on your ...rt of constantly stimulating that retailer to ...t behind your proposition, to display your ad... ...rtising, to get his salesmen interested in the ...ffee and then, in turn, to reach out beyond that ...an to develop the market.

"Frankly, the food product is so large and it ...sold through so many channels and over so ...st a territory, yet we are apt to think of the ...od of a few great cities—of New York, of ...hiladelphia, of Boston, but you can take all those, all the other cities, too, from Portland, Maine, to Wilmington, Delaware, and you have only 20 per cent. of the food market. You can take all the great cities of the Central West, including Chicago, Milwaukee, Minneapolis, Des Moines, Toledo, Cincinnati, Cleveland and Detroit, and you have got only 24 per cent. Add those two together and you have only 44 per cent. The majority of your market, 56 per cent., is somewhere outside of those two great sections.

"In the next place, it goes through such a vast number of distributors. Starting with the producers, importers, manufacturers and packers, it goes frequently through brokers to a great group of wholesalers. How many there are in the grocery field may be illustrated perhaps by this map. This shows about 1,200 cities in which there are wholesale grocers—not 1,200 wholesale grocers—many times that, but 1,200 cities. The wholesalers, in turn, sell to perhaps 400,000 retailers of different kinds, and they sell to the consumer. That vast machinery is a good machinery for distribution, but it cannot exert any great amount of sales power on your particular product.

"They talk about going direct to the consumer. Frankly, gentlemen, I doubt whether we will ever very seriously change this picture of distribution. Some large manufacturers may go to the wholesalers and cut out the brokers. Some very large manufacturers may get the whole



COMPARING THE AMOUNTS OF MONEY SPENT FOR COFFEE AND SUBSTITUTE ADVERTISING

army of men necessary to go direct to the retailers, but so far as the distribution of the products far and wide is concerned, both the wholesaler and the broker are in line to perform so valuable a function that, in my judgment, we are not likely to live to see the day of their elimination.

An Analysis of Market Conditions

"Now that we have got this great machinery, behind it we have got to put the advertising to go out and reach it. 'But,' you say, 'what is the condition going to be this year? Is there going to be a receptive mind? Are conditions going to go to the bow-wows or are they not?' We realize that in certain lines there have been serious losses—in sugar and in your line, for instance. But I would call your attention to the fact that what we are up against largely is a retarded market. That is, there are two things in a market; in the first place there is buying power; in the next place there is buying willingness. You may liken buying power to a river that flows calmly along; you may liken buying willingness to a wind that blows on the surface of the stream breaking it into wave motions of acceleration and retardation. The thing that accelerates a market is the thought that prices will be higher; the thing that retards is the thought that prices will be lower."

Here Mr. Parlin cited the slump in the automobile market to illustrate his point, and also pointed out in considerable detail how estimates of buying power are based on the farm market. Speaking of Prohibition as a factor in the recent market conditions he said:

"It is rather interesting to note that before the war the retail expenditures for liquor exceeded the entire exports of our manufactured products; it exceeded one-half of the food that was sold at retail; it exceeded the sales of all the department stores in all the lines they carried; it was more than twice the national debt as it stood before the war, and that vast sum is coming in as a definite help, if you please, to other markets. That is a line that it seems to me is going to very directly help your line. Prohibition itself is one of the factors very likely to furnish an upward turn to your coffee markets in all their various phases. We look forward to business conditions, feeling that the buying power is sound, that the only thing that needs to be restored is a confidence in order that the psychology of the situation may be for the people to go on and spend in a normal sort of a way instead of holding back waiting for prices to be lowered.

"I have not studied your line closely enough to know what has happened in it. You are more familiar with it than I am, but I suspect that a great deal of the trouble that has come has come from the fact that in declining markets everything has tended to bear it down, and when once you strike a situation of stability and upward turn in the market, you will find a tremendous buying power there.

"Into this situation you come with your advertising campaign to increase the consumption of coffee. I may say that magazine advertising has increased steadily. The increase was a little less during the war period, but if the increase from 1915 to 1916 had been continued we would have been at just about the same point in 1919 that we actually arrived at. Here is the most interesting thing about that: When we come to analyze it we find that this increase has taken place very largely in the lines of every-day purchase. Five years ago, if I had shown you the chart, at least so far as our own publications are concerned, the passenger car industry would have led. Today the great industry is the food industry. It is the greatest industry in the country. It properly deserves a position of leadership and it has it. Notice the great growth in three years in food advertising. The next line is toilet goods with a great increase; then automobile utilities—tires. Passenger cars went back in the war period and came to a level.

"Your line is one that has not been much advertised. We have felt that in your line was the opportunity for firms to do a national business. I realize the peculiar difficulties of your business. I realize the necessity of having the product roasted and getting it quickly to the consumer. I realize the necessity of a quick turn-over on the part of the wholesaler and retailer. I realize, too, the still greater peculiarity of the coffee pot, and how the consumer buys a brand that is excellent and in a few weeks the brand loses its flavor and is discarded because the coffee pot was not washed.

On Individual Firm Advertising

"Frankly, the building of a coffee market for any of you would be utterly impossible if it were not for the fact that your competitors are losing their markets just the way you lose yours. In spite of all that, we do believe there is an opportunity for an individual firm to do a national business with the right kind of distribution—by putting enough advertising behind it to get the quick turn of the wholesaler and the retailer to enable the purchaser to get the fresh coffee that is going to be satisfactory. We do not believe that such advertising would be inconsistent with the efforts that you gentlemen are making in your cooperative advertising. We believe there is the field for both and we feel that there is also the desirability of each of you in your own local territory using more local means to get behind this advertising campaign and strengthen and reinforce it and tie it up with yours. We have every confidence in advertising and what it will do. Advertising is not as strong as the spoken word. It is not as strong as what your men can say. It is not as strong as what the retailer could say if he had the time. But there are certain things advertising can do that the spoken word does not do. First, it reaches a lot of people at once.

"In the second place, advertising has another advantage. It can come again soon. . . . Advertising . . . has the opportunity of reaching out to help build your markets. What does it do for you? Does it take the place of your salesmen? No. We never say to an advertiser, 'Now you advertise and you need not spend so much in your sales effort; you can use less men.' We say, on the contrary, 'Now that you have advertised you have created a greater opportunity. With that you can cash in on more men, you can cash in on higher-priced men, and by all means get behind this and cash in by your aggressive sales efforts.' Advertising, therefore, simply goes out and pre-

the way. Do not expect too much of it; ill do the work that it is expected to do; it go out and reach people; it will prepare the for your efforts.

Here is another thing that we sometimes over- but the longer I work in advertising the ter the force seems to me until I have come hink that it is the principal thing that advertis- does. I think perhaps the principal thing that ertising does is to sell the person who has al- y bought. I suspect in your own line the test thing that advertising does for you is to ssure the people who are already using your ducts. . . . .

Frankly, it is very easy to get 100,000,000 peo- to go out and knock coffee—very easy for n to go out and say it is bad for the health; it is very difficult, gentlemen, to get 100,000,000 ple, or even a very small intelligent part of n that read, to go out and say a good word in alf of it. Let us bear that in mind in adver- g. Advertising, we used to think, was a prob- of reaching 100,000,000 people. We know er now. Advertising is the problem of selling mited number of people that read and think. ou gentlemen do as I have done and go and at every door in a village, you find some peo- who do no reading; you cannot sell them. A of other people read and don't know what they d. You cannot sell them either. Here and there a person with a look in his eye that says he something from the printed page which he s into action and into words when he goes out. at is the limited market you sell. You sell m and they sell the rest. We recently sent n down into the depths of New York to find what groceries were bought by people who not read English. We found the same things ght as up on the boulevards where peo- read the advertising in the magazines. mebody down in those districts read the mag- ne and told the rest about it. Advertising put ower and a pep behind the sales organizations those companies that were advertising that de them go down and place their things on the lers' shelves. Drop into the slums of your city d you will find the advertised lines down there the shelves. The problem is the problem of ling the limited range of people that think, and n you must depend upon them to go out and word of mouth put over your product. You ght to get a sufficient consciousness into the nds of people so that when Mrs. Smith says ffee is bad for you and you ought not drink it, the Ladies' Aid somebody else will rise up and fend it in an intelligent sort of way.

"Let us remember this: The principal thing it sells food, after all, is the appetite appeal. hile we want people to say a good word for it, ter all the real problem isn't augmentation; the al problem is to sell things that people want. e used to think that you could advertise a thing being a health product and sell it. You can, a limited extent, and to a limited number of ople, and as soon as they eat it for health asons they wish they could eat something else. bout the best market for that is where the other buys it for the child and stands over the ild and sees that the child eats it.

"If you want to develop a big market it must done through the sense of appetite. You are using advertising, you are going out in a strong and effective way to develop your markets. The only thing I would say to you today is to get behind it with your money to the limited extent you are asked to and then get behind it with your selling power, which is much more important than the money power. You need to do it for two reasons: First, for yourselves because it is to your own selfish interest, it is the foundation upon which your business is built. You need also to do it because of your sense of obligation to the other man. Down there in Brazil are coffee growers that have been expanding their plantations, they are going to be right up against it. We have enough human interest in those people that are producing the product upon which they depend for their living to want to back them up in their effort. They have come across magnificently. They do not understand advertising. I suppose some of them would drop dead if you told them what you paid for a page in one of our publications; yet those people are trusting to your $250,000 to help build their product. They are doing it in good faith, expecting that you are going to put a little money in yourselves, but that besides that you are going to put in your effort, your interest, your constant attention to the proposition to see that they get the full value for their $250,000. It can only be received as you develop the coffee market for them.

"We may talk about manufacturers and jobbers and wholesalers. In the last analysis, however, it is the consumer who makes and unmakes manufacturers and wholesalers and retailers. Whoever wins his confidence has won the game and whoever loses it is lost."

N. C. R. A. ACTIVITIES

Secretary Coste Formulates Plans for Increasing Interest in Branch Association Meetings

UPON his return to New York, Manager Coste, of the National Coffee Roasters Association, took a week's rest to recuperate from the stress of the convention, and the preliminary work incident thereto. Upon returning to his office, he immediately began to map out plans for the coming year, both for the Association and the Joint Coffee Trade Committee.

One of Mr. Coste's tasks during the year will be to foster increased interest in the meetings of the branch associations. To this end he will issue a series of letters to the branch presidents, suggesting subjects for meetings. It is believed that if a definite program dealing with trade problems is followed at these meetings, there will be more interest and better attendance.

It is expected that the minutes of the gatherings will be forwarded to the headquarters of the Association, which will act as a clearing house for the information that, it is believed, will be brought out under this plan.

STANDARDIZED COSTS

A Discussion of Principles, and a Report on Some Findings in the Expense Accounts of Certain Roasters

By Roy B. Kester, Ph. D.
Director, School of Business, Columbia University.

STANDARDIZED costs, as distinguished from standardized prices, can mean nothing more than average costs, said Prof. Roy B. Kester, director of the School of Business, Columbia University, New York, as an introduction to his report on his business research in the coffee roasting trade during the last year. The first part of his address was read from a formal paper and was devoted to an exposition of the theory of standardized costs, which he summed up in the statement quoted at the opening of this paragraph. He continued:

"Such a standard by which to judge individual costs would have value in at least three ways. In the first place, any such standard constitutes a yard-stick by means of which to measure one's own achievement. To make such measure reliable the yard-stick must be accurate. How accuracy may be secured will be discussed a little later. In the second place, a cost standard would usually prevent so-called 'cut-throat' competition. Certainly, from the standpoint of the trade, such competition is not desirable. The enlightened conception of the consumer with regard to this kind of competition is increasingly pointing it out as undesirable. As a usual thing, it comes about because of a lack of knowledge of true costs. Even if a merchant does not keep his records so that he can readily determine his own costs of doing business, were a standard or average cost available he would be protected to that extent. Cut-throat competition tends to unstabilize business. The consumer of these days has just about been persuaded that on him, in the last analysis, falls the burden of all costs. If members of the trade cut below cost of production at a given time and so eat into their reserves, the consumer knows that such merchants will even up the score in some other way or at a later time. In other words, the consumer knows that he must pay a price which will enable the average merchant to get a fair and legitimate return for his efforts, good years and bad years together. If that price is undercut so that the margin of profit is below a reasonable and normal figure, the amount of such undercut must be made up for elsewhere if the merchant is to continue to serve the demands of the consuming public.

"The third point of value of costs standards is self-evident from the preceding discussion and may be stated as the tendency to stabilize business by furnishing facts as the basis for its proper conduct to take the place of uncertainties."

Here Prof. Kester declared that the first prerequisite to securing a standard of costs is to establish a uniform reporting system, and that this system must be based upon a uniform [illegible] counting system. He told how other trade [illegible] ganizations were fostering and adopting [illegible] form accounting systems, and strongly urg[illegible] roasters to do likewise. In concluding his [illegible] mal paper Mr. Kester said that some 55 trad[illegible] and industries have adopted uniform account[illegible] methods.

Prof. Kester began to talk extemporaneou[illegible] giving what he termed a "preliminary and [illegible] tive report on the work of your Research B[illegible] reau during the past year." He said that rep[illegible] had been returned by fifteen members of [illegible] association:

"The majority of them are in excellent sha[illegible] showing an earnest endeavor to co-operate [illegible] every way with the work undertaken. The reports have not been limited to any given p[illegible]

CHARTED SUMMARY OF COST RESEARCH REPO[illegible]

	High.	Low.	Aver.	Low Profit Man.	High Profit Man.
Selling expense.....	15%	3%	7.8%	9%	3%
General administration expense.....	8%	2%	4.5%	8%	2%
Cost of goods sold..	91.7%	73.3%	82.5%	80	8[illegible]
Rate of merchandise turnover.....	13.3%	2.87	5.36	3.09	13.3
Rate of working capital turnover.....	12.15	2.21	6.1	6.4	12.1
Percentage or rate of final inventory to working capital...	2.06	.3	1.12	1.8	[illegible]
Percentage of outstanding customers' accounts to net sales.....	17.9%	6.8%	12.3%	17.9%	7.6%
Percentage of net profit to sales....	7.7%	1.1%	4.5%	1.1%	3.4%
Capital profit.....	37%	4.6%	18.1%	.....	

Figures used by Prof. Kester to illustrate his talk [illegible] roasting and distributing costs.

tion of the country. They have been pretty w[illegible] distributed from all parts of the country. T[illegible] information is in almost all cases information of December 31, 1919.

"I have a brief summary of that informatio[illegible] I may say this: That it is the purpose, just soon as we are sure that no more reports a[illegible] coming in, to issue a small pamphlet report the digest of this information, which will co[illegible] all members of the trade. I say that in explan[illegible] tion of the fact that I don't have this morni[illegible] copies of this to pass around to you.

"As to selling expenses: The average selli[illegible] expenses based on net sales is 7.8 per cent. T[illegible] highest is 15 per cent; the lowest 3 per ce[illegible] We analyzed this also from the standpoint[illegible] what we call the high profit individual and t[illegible] low profit individual; that is, the man who ma[illegible] the highest return on his capital investment as[illegible] the man who made the lowest return on his ca[illegible] ital investment. Some interesting facts we[illegible] brought out. For the man making the highe[illegible]

profit on capital, selling expense was 3 per cent; for the man making lowest profit, selling expense was 9 per cent. General administrative expense is next; and I should say that these figures are not entirely reliable because of the lack of uniformity including certain items, but this is as was reported: The highest general administrative expense was 8 per cent; the lowest was 2 per cent. Those figures are just reversed from the standpoint of highest profit individual and lowest profit individual—2 per cent for the highest profit and 8 per cent for the lowest profit individual.

"We made an analysis, also, of the cost of goods sold, which includes the opening inventory plus the purchases plus inward carriage charge, inward freight and delivery, plus buying department expenses, plus roasting costs—all of those minus the final inventory, purchase returns and allowances."

Discussion

Here some of the delegates sought further enlightenment:

F. J. Ach: Some one wants to know if selling cost includes advertising.

Prof. Kester: The majority of them did. Our report blank calls for inclusion of advertising under the selling expense group, and of those reporting, advertising was reported under that selling expense.

President Brand: Do you know that the man reporting a selling expense of 15 per cent was a large advertiser?

Prof. Kester: I don't recall whether that is true or not.

Resuming his talk, Mr. Kester said:

"Of cost of goods sold, then, the highest cost was 91.7 per cent of the sales. That means roughly a gross profit of 8.3 per cent. The lowest was 73.3 per cent. It is in the interpretation of this variation here that we have to take into account the miscellaneous character of the coffee business. There may be some concerns that do almost exclusively a green coffee business; there may be others that do almost exclusively a roasted coffee business; of course, there are still others whose business includes teas, spices and extracts, rices, nuts, candies. So these figures, without that in mind, do not mean very much, I am sure. However, as applied to the high profit and the low profit individual, the high profit man was the man whose cost was 80.8 per cent.

"Now, as to rate of turn-over. Rate of turn-over means different things to different people. As used here, we divided the cost of goods sold by the average of the opening and the closing inventory of the year, in an effort to see how many times the money invested in merchandise was turned over in making sales which came to the cost of goods sold. The rate of turn-over varied from a low of 2.9 to a high of 13.3. As would be expected, the high profit individual was the 13.3 turn-over man. The rate of merchandise turn-over means the cost of goods sold divided by the average of opening and closing inventory. A surer average would, of course, be obtained by taking the twelve monthly inventories and averaging them with each other, were that possible. From the information as reported that was not possible."

Discussion

Mr. Ach: Evidently that 3 per cent and 2 per cent was from the same establishment. Can you properly tell us the nature of the business of the concern that made that report? In other words, was it a concern that sold exclusively to the jobbing trade, or a wholesale grocer concern with a coffee department?

Prof. Kester: I am not in position to tell you. In the first place, I haven't that in mind, and in the second place the reports in a good many instances didn't report the type of business. While that point is up, because it is important, we asked on the last sheet, "Is your store departmentized? If so, name the departments, that is, indicate the kind or kinds of commodities handled in each department." If the reporter is a wholesale or retail grocer, all that is desired here is the kinds of commodities handled in his coffee department. It is the kind of information that Mr. Ach just asked for that we desired to have reported under that head, green coffee, roasted coffee, etc.

President Brand: I want to call the members' attention to the fact that these reports that were sent out here to fill in do not come in contact with any member of the National Coffee Roasters' Association. Your President nor Mr. Coste nor any one has seen any of them. They go to Columbia University and they have the absolutely confidential figures.

Prof. Kester: I might say this: That as the thing is organized, neither Mr. Coste's office nor the University know the identity of any one of these reports. Mr. Coste has the key number. We get the reports. Unless he and I get together there isn't a chance of our knowing.

Mr. Ach: The men who made the smallest gross profit apparently made the biggest net profit.

Prof. Kester: This high profit man made a low gross profit, 8.3 per cent gross profit. It was in connection with that that I made the explanation as to the different items that might be included in that cost of goods sold.

President Brand: Where do you couple that up? Ninety-one and seven-tenths of cost of goods sold, which means the smallest gross profit, made the highest net return.

Mr. Ach: The cost of goods sold was 91.7 per cent, so it is clear that his gross profit was 8.3 per cent. Yet he made more money than any of the rest of us.

Prof. Kester: May I call a halt on that discussion for a few minutes to set down this next figure which is a possible explanation of it. As to rate of turn-over, the highest rate of turn-over is 13.3 per cent. That means that this man made $1.00 do the work of 13.3 dollars. He turned over that one dollar 13.3 times throughout the year.

Mr. Ach: That means on capital or investment?

Prof. Kester: Just on the average inventory. The lowest had a turn of 2.87. The average was 5.36. The high profit man had a turn-over or a turn of 13.3: the low profit man had a turn of 3.9.

President Brand: You see here again that undoubtedly the man that turned his merchandise over the fastest made the most money. That man turned his stock over oftener than once a month.

Prof. Kester: The next figure is what we termed the rate of working capital turn-over. By working capital turn-over or working capital we mean the excess of current assets over current liabilities. That is, it is the real free capital that he is working with in his busines. We excluded all capital tied up in plant or in any fixed capacity. Just get here the excess of current assets over current liabilities, and we relate that to the net sales figure, the number of times that this working capital is contained in the net sales which shows the volume of business that he did. The highest figure there is 12.15; the lowest figure is 2.21. The average is 6.1. The highest profit individual is 12.15; the lowest profit individual is 6.4. That is the rate of working capital.

President Brand: He turned his free capital over twelve times a year.

Prof. Kester: In his sales.

President Brand: Suppose a man had a capital of half a million dollars and he had $300,000 in fixed assets, then he would have $200,000 working capital.

Prof. Kester: If a man's current assets, cash, accounts and notes receivable, inventory and current investments, run, let us say, $500,000—call those his quick assets; and if his quick liabilities are $200,000, then he has $300,000 of free capital. If such a man

(*Continued on page 768*)

THE COFFEE CONVENTION EXHIBITS

¶ The first industrial display of machinery and supplies proved to be an interesting feature of the tenth annual meeting of the National Coffee Roasters Association, and is likely to be repeated at future conventions

THE industrial exhibit, which was conducted under the auspices of the National Coffee Roasters Association at the St. Louis convention, was an interesting and successful feature. Previous conventions have been attended by green coffee, machinery and supply men, and some of them have displayed their products, but exhibits have not been encouraged heretofore. Considering the fact that the exhibit room was not well located, being on the floor above the convention room, and also that it was the initial effort, the exhibit idea made a good beginning.

There were twenty-eight exhibitors, many of whom had extremely attractive displays. Several gave working demonstrations. E. D. Anderson, Inc., New York, showed a newly designed automatic weighing machine in actual operation. Other working demonstrations were those of the Burt Machine Company, Baltimore, (automatic labelling machines); the Diagraph Stencil Machine Company, St. Louis (stencil cutting machines); the Orville-Simpson Co., Cincinnati, (spice and coffee sifting machine); the Ideal Stencil Machine Co., Belleville, Ill. (stencil cutting machines); the Smith Scale Co., Columbus, Ohio (exact weight scales); the Hobart Manufacturing Co., Troy, Ohio (electric coffee mills); the B. F. Gump Co., Chicago (steel-cut coffee mill).

The Pneumatic Scale Corporation exhibit included a portable motion picture outfit. Pictures showing installations of packaging equipment in actual operation in several tea and coffee packing plants were thrown on the screen.

Probably the most attractive booth was that occupied by Thomas M. Royal & Company, *manufacturers of paper bags and cartons, Bryn* Mawr, Pa. The display was made up at the factory and shipped to the convention in sections. It gave evidence of considerable thought and expense. In the foreground were grouped an assortment of filled coffee, tea and spice packages. At the rear was a pyramid of containers carefully selected so as to produce a suitable blending of color. Two white pillars on either side of the rear of the display were surmounted by an arch with the name and address of the firm thereon. Potted plants lent a pleasing effect to the display. The exhibit was the object of much favorable comment.

Another of the outstanding displays was that of J. Aron & Company, green coffee importers, New York. This exhibit served to demonstrate that it is possible to display green coffee in a way that will attract and interest. It had an air of permanency about it that commanded attention. The foreground, as well as the background of the exhibit consisted of a series of circulars and photographs illustrating Aron facilities, the whole constituting a pictorial history of the development of the green coffee department of J. Aron & Company. Six large glass jars containing actual samples of green coffee shipments were a prominent feature of the exhibit.

The Union Bag & Paper Corp., New York and St. Louis, presented a varied line of samples of high grade paper bags, attractively displayed. Also, there were numerous framed reprints of trade journal advertisements, showing Union duplex sacks in actual colors.

Another display deserving special mention was that of the Continental Paper & Bag Mills, New York. It included an elaborate arrangement of tea and coffee bags which formed a background to the exhibit and also there was an array of filled packages in the foreground. This firm distributed memorandum books among the visiting coffee men.

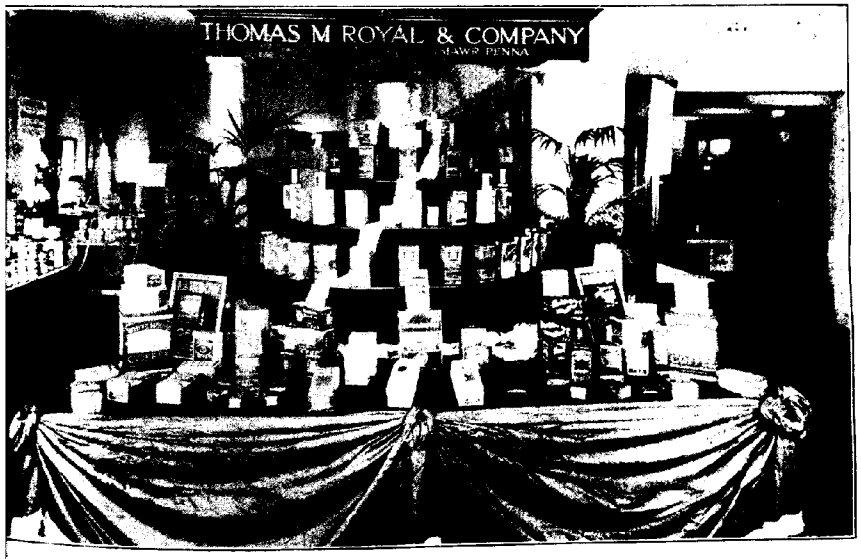
L. C. Brooks, of the National Paper Can Company, Milwaukee, was on hand to demonstrate Napacans. Several large jars filled with water *occupied a prominent place in this exhibit. These* were employed in the water test which Mr. Brooks gave to show that Napacans are impervious to water. Several types of packages were immersed in the water and the Napacans were the only packages that protected the contents.

On the succeeding pages will be found reproductions and descriptions of all the convention exhibits.

VIEWS OF EXHIBITS APPEAR ON SUCCEEDING PAGES, 741-749

J. ARON & CO., INC., NEW YORK, IMPORTERS AND JOBBERS OF GREEN COFFEE

This was the only exhibit of green coffee at the convention, and it was one of the most attractive displays. The cards seen in the picture illustrate and describe Aron facilities and service. The glass jars contain samples of coffee shipments. The attendants were T. J. Israel, P. L. Stetzer, D. D. Gordon and Harry Stern.

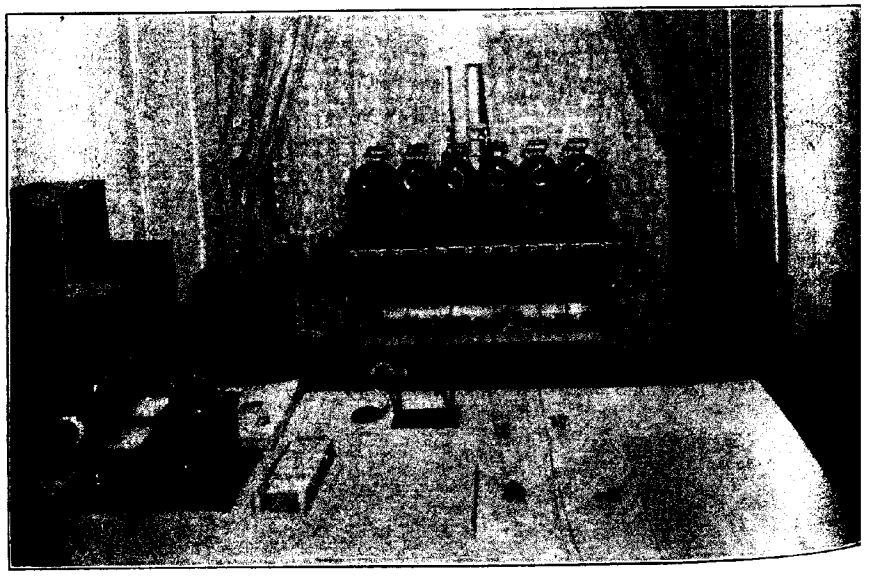


THOMAS M. ROYAL & CO., BRYN MAWR, PA., MANUFACTURERS OF PAPER CONTAINERS

The Royal exhibit was the most elaborate and occupied a central place in the room. It was tastefully decorated and its color scheme was well balanced. It gave visitors an added conception of the extent of the Royal line. The attendants were Benjamin C. Betner and J. M. Driver

UNION BAG & PAPER CORP., NEW YORK AND ST. LOUIS, PAPER BAG MANUFACTURER

The display of duplex coffee bags and flour sacks, as well as the wide variety of carton liners and bag specialties, served to demonstrate the extent of this firm's line of products. The exhibit included reproductions of trade journal advertising, showing duplex bags in actual colors. The attendants were D. J. McKay, Jr., G. B. Metz and R. W. Thompson



JABEZ BURNS & SONS, NEW YORK, MANUFACTURERS OF ROASTING PLANT EQUIPMENT

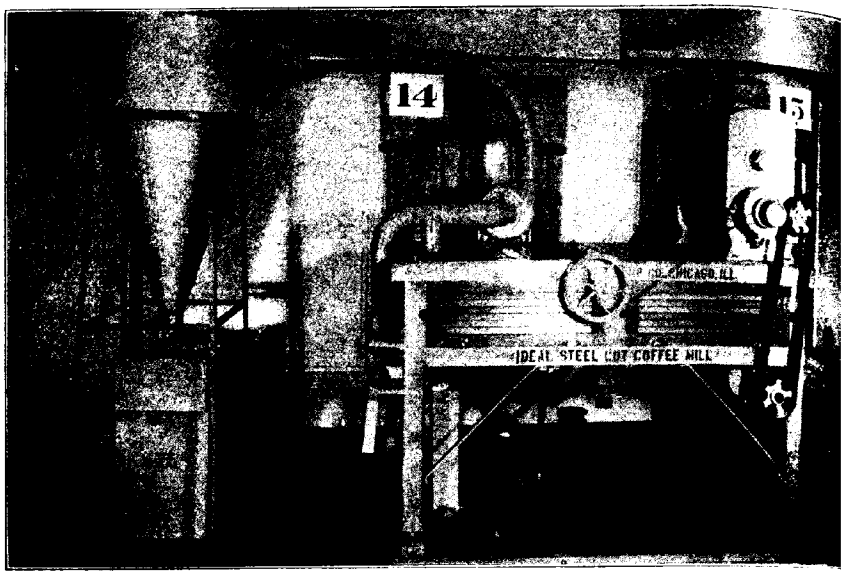
The nature of this company's line prevented the display of heavy machinery. The exhibit included a six-cylinder sample coffee roasting outfit and motor-driven sample grinder. A map of the New York green coffee district was distributed from the booth. The attendants were: Robt. Burns, Wm. G. Burns and J. L. Kopf

CONTINENTAL PAPER & BAG MILLS, NEW YORK, SPECIALISTS IN COFFEE BAGS AND LINERS

A firm makes it a point to be represented at coffee conventions and was quick to take advantage of the opportunity to display its bags and other containers and liners at St. Louis. Memorandum books were given away. The attendants were H. C. Newkirk, O. H. Rucker, C. C. Mangrum and G. Ringshausen

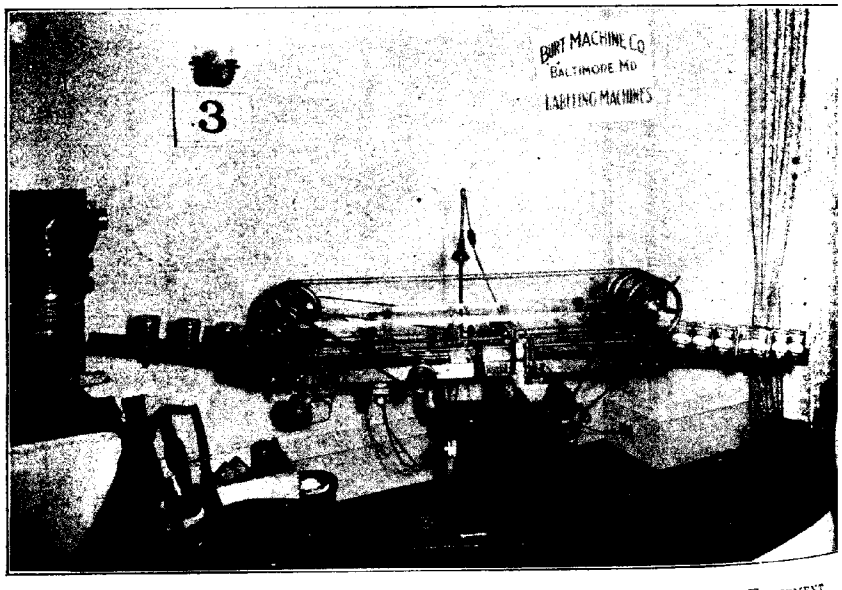
REXFORD PAPER CO., MILWAUKEE, GUM SEALING TAPE, GUM LABELS, WATERPROOF PAPERS

An interesting feature of this display was a demonstration of the moisture-resisting qualities of the water-base lining paper made by this firm and sold under the name "Water tite." Water was held in a sample lining throughout the convention. The attendants were R. R. Rockhill and A. McDonald



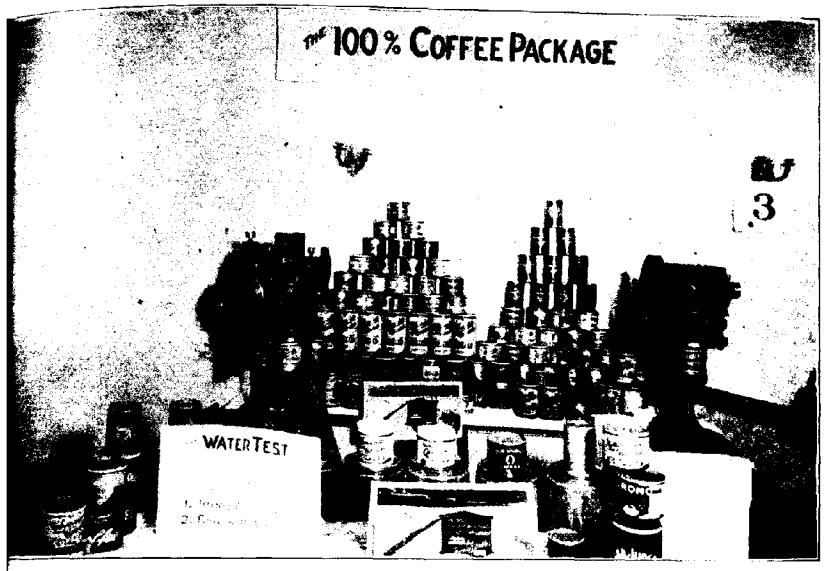
B. F. GUMP CO., CHICAGO, MANUFACTURER OF COFFEE GRINDING MACHINERY

This was a working demonstration of the "Ideal" steel-cut coffee mill and the process was the object of m interest. It was the largest piece of machinery in the exhibit room, and occupied two booths. A descrip of this new machine will appear in a later issue. The attendants were W. M. Williams and E. G. B



BURT MACHINE CO., BALTIMORE, MANUFACTURER OF ROUND CAN LABELING EQUIPMENT

The labeling of coffee cans by automatic machinery was carried on under the eyes of the delegates in this play. The attendant demonstrated that the machine was so constructed as to paste the label to the thereby making a smooth, tight seal. The equipment was operated from an ordinary electric light so The attendant was Charles H. Wild



NATIONAL PAPER CAN CO., MILWAUKEE, MANUFACTURER OF COFFEE CONTAINERS

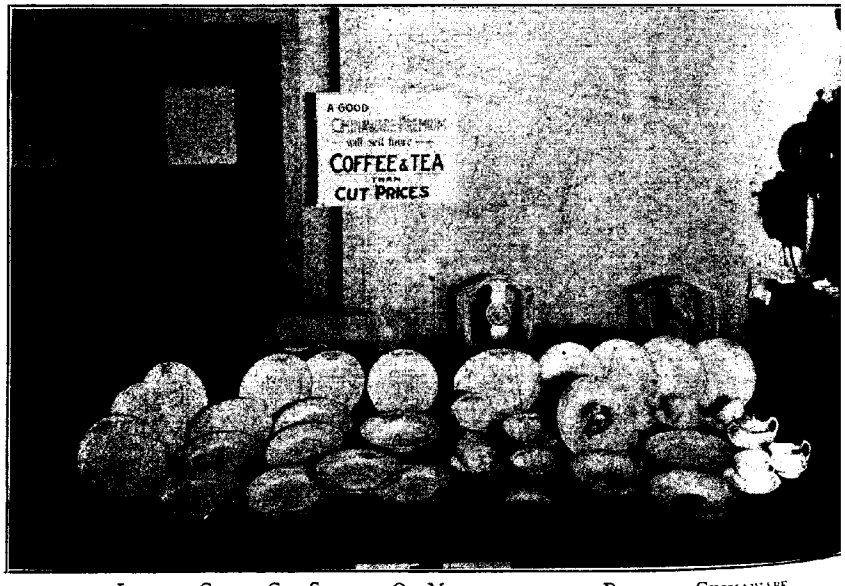
Napacan exhibit was not complete when photographed. The feature was a "water test" in which ous types of coffee packages were submerged in water, the test intending to show that the Napacan pack- do not absorb the moisture. The Napacan hermetic sealing process was also shown. The attendants were L. C. Brooks and J. E. Annen

SMITH SCALE CO., COLUMBUS, O., MANUFACTURER OF EXACT WEIGHT SCALES

display included samples of belt checking scales, a scoop scale for handweighing and net checking, a scale gross checking and a percentage scale. The latter shows weight errors in percentages instead of avordu- One scale was tilted to show it weighs accurately in any position. The attendant was W. S. Smith

PNEUMATIC SCALE CORP., NORFOLK DOWNS, MASS., MANUFACTURER OF PACKAGING MACHINERY

The feature of this exhibit was the motion picture projecting outfit by means of which scenes showing i lations of Pneumatic equipment in actual operation throughout the United States were thrown on the s The box-like affair at the right of the picture housed the miniature screen. The attendants were R. Davis, C. M. Becker and George F. Pond

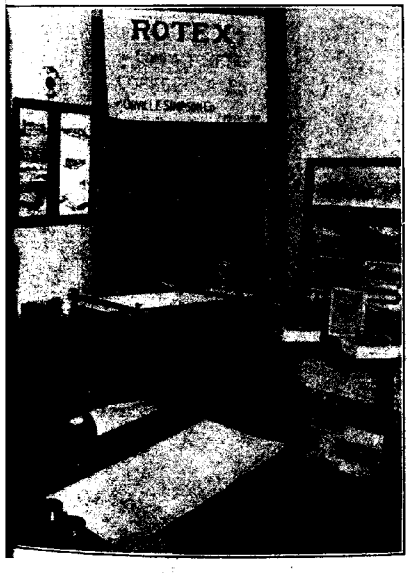


LIMOGES CHINA CO., SEBRING, O., MANUFACTURER OF PREMIUM CHINAWARE

The display showed samples of Limoges Puritan chinaware in a wide variety of decorations. Special inter was shown in the fifty-piece two-pound coffee assortments. A sign that drew the attention of delegates re "A good chinaware premium will sell more coffee and tea than cut prices." The attendants were D. Albright and M. H. Walker

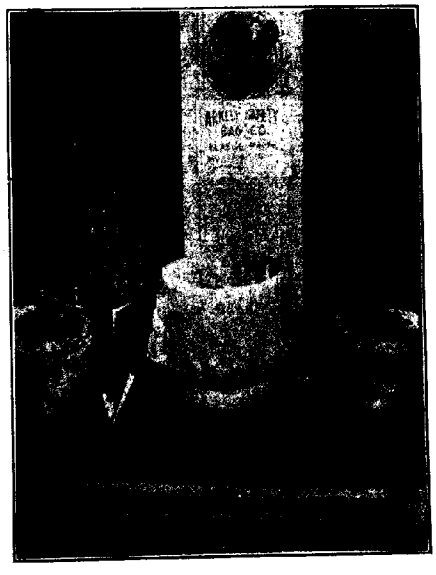
ROCHESTER FOLDING BOX CO., ROCHESTER, N. Y., CARTONS AND SHIPPING CASES

While this company has been making cartons for the tea and coffee trade for several years it is only recently that it began manufacturing corrugated fibre shipping containers. The exhibit includes samples of both shipping packages and an extensive line of cartons. The attendant was George Messerschmitt.



ORVILLE-SIMPSON CO., CINCINNATI

ng a working demonstration of the operation of Rotex coffee and spice sifting machine. The atndants were Hugh Garvin and H. G. McCullough

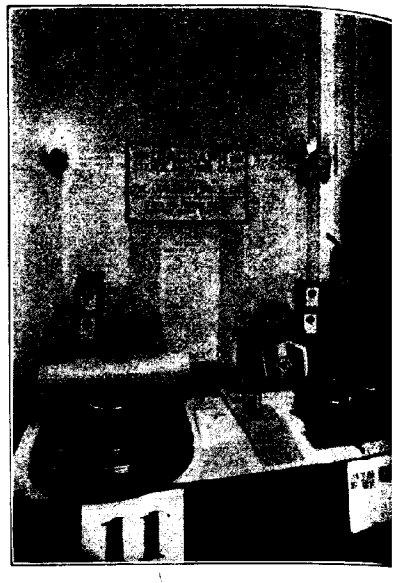


ARKELL SAFETY BAG CO., NEW YORK AND CHICAGO

Showing samples of "Arksafe" elastic paper linings for barrels, drums, boxes and bags in actual use. The attendant was P. J. Morales

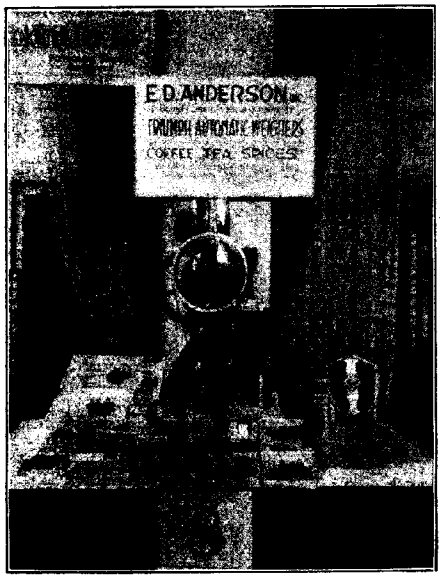
ALUMINUM PRODUCTS CO., LA GRANGE, ILL.

This firm, well known to coffee packers, displayed a big line of samples of "Lifetime" aluminumware. Attendants: A. C. Wright, E. A. Carsey, J. S. McKibbon.



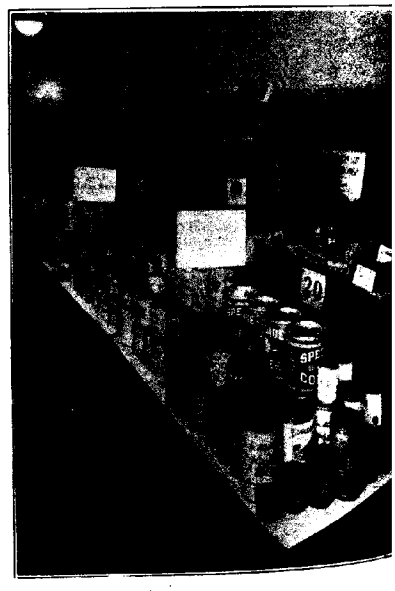
DIAGRAPH STENCIL MACHINE CO., ST. LOUIS

Displaying four types of stencil cutting machines as samples of output and list of tea and coffee tra users. Attendants: J. W. Brigham, J. W. L. Tod R. Detjen.



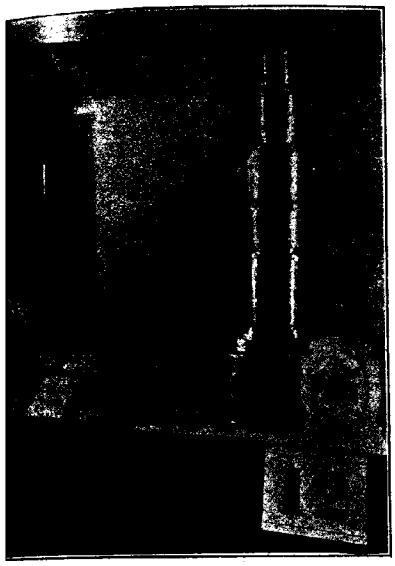
E. D. ANDERSON, INC., NEW YORK

This firm gave a working demonstration of the new "Triumph" automatic weigher. The exhibit included photographs of numerous other machines. E. B. Elder was in charge.



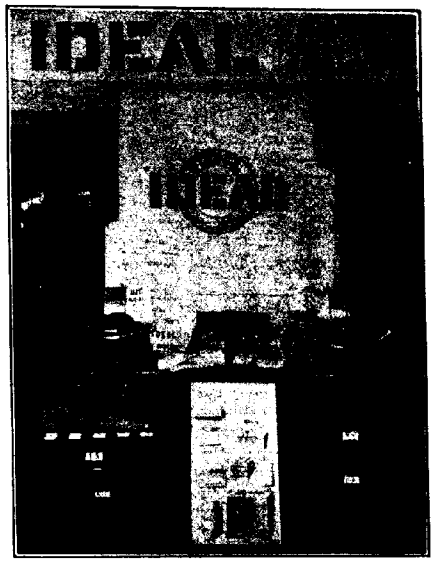
FIBRE CAN CORP., CHICAGO

Various types of coffee, spice, cocoa and baking powd cans formed the exhibit of this recently establish firm. Attendants: B. W. Butler, B. K. Ford W. Johnson.



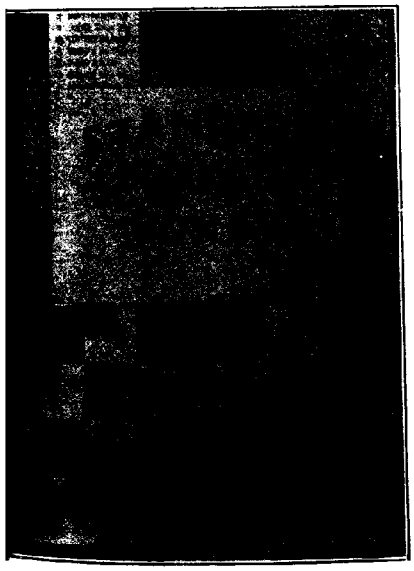
THE TRICOLATOR COMPANY, NEW YORK

rious sizes (from family to battleship type) of icolators, coffee making devices, formed the pyramid own above. Attendant: Joseph Neuberg, Chicago.



IDEAL STENCIL MACHINE CO., BELLEVILLE, ILL.

Showing two model stencil cutting machines, two steel stencil filing cabinets, also shipping room supplies. Attendants: E. J. Marsh and G. N. McCluskey.



STANDARD CORRUGATED BOX CO., ST. LOUIS

feature of this booth of corrugated fibre shipping ises was a fibre display tea caddy with paraylan glass front. Attendant: E. A. Lewis.

HOBART MANUFACTURING CO., TROY, OHIO

This exhibit was intended to familiarize wholesale roasters with the features of Hobart electric coffee mills. Attendants: G. Eichman and A. Guenzburger.

THE ANNUAL U. S. TEA REPORT

¶ The seventh yearly review by the Supervising Examiner shows a record low mark for rejections, but notes that artificially colored teas are being offered for entry. ¶ The tables indicate a gradual shifting from green to black teas.

THE seventh annual report covering the work of the office of George F. Mitchell, supervising tea examiner, for the fiscal year ended June 30, 1920, has just been made public by the Treasury Department. While the tea law is now administered through the U. S. Department of Agriculture, the report was issued by the Secretary of the Treasury because his jurisdiction continued up to the end of the period. The report is given in the following in full.

Maintaining Uniformity of Inspection

It is gratifying to report that the administration of the tea law progressed satisfactorily throughout the year. The uniformity and efficiency which have marked the service of previous years were maintained and wherever possible improved.

For the purpose of maintaining and further promoting uniformity and efficiency in the inspections made at the different ports the practice of requiring the different tea examiners, when so instructed, to forward samples of teas examined by them, with a statement of their findings, was continued. Careful examinations of the many samples submitted in this way showed the findings of the tea examiners to be uniform and that with very few exceptions their judgment was correct. Where a difference of opinion regarding a sample arose, the examiner concerned was so advised, and instructions were issued for the future guidance of all examiners.

Samples of all rejected lots of teas were forwarded by the examiners making the rejection. All these samples were reviewed by the Supervising Tea Examiner in the interest of uniformity.

In addition to the foregoing, many samples as to which the tea examiners were in doubt were submitted for examination and opinion as to whether they should or should not be rejected.

Analysis of Statistical Tables

During the fiscal year 1920 a total of 96,862,8 pounds of tea was examined. Of this a total of 145,246 pounds, or 0.15 per cent, was rejected 1,592 pounds on account of impurities and 143,6 pounds because not equal to the Government standards with respect to quality. In the one line th was rejected for impurities the chemist found most of the impurities to consist of artificial colo It is of interest to note that this is the fir instance in two years where artificially-colored teas were offered for admission. The low pe centage or rejections for the year is due to sever causes, the most important of which is that ve little, if any, teas that were intended for manufacturing purposes were entered for human consumption. Previously such teas frequently were entered for human consumption, with the hop that they would pass the Government standar and thereby escape the 1 cent per pound dut placed on teas entered for manufacturing pur poses. In the report for the fiscal year 1919 was estimated that 65 per cent of the rejection for that year were teas that should have bee entered for manufacturing purposes in the begin ning, and that they were so entered after havin been rejected.

Recapitulation of Supervising Tea Examiner's Monthly Reports.

Report of the various kinds and quantities passed and rejected, and why rejected, during the fiscal year ending June 30, 1920.

Variety.	Examined.	Per cent of total examined.	Passed.	Rejected.	Per cent rejected.	Rejected for impurities.	Rejected for quality
	Pounds.		*Pounds.*	*Pounds.*		*Pounds.*	*Pounds*
Formosa Oolong	14,832,498	15.31	14,831,978	520	0.0035	.....	52
Foochow Oolong	13,930	0.014	13,930	.....	.....	.....	.....
Congou	2,050,953	2.12	2,049,583	1,370	.067	.....	1,3
India	13,622,758	14.06	13,621,080	1,678	.012	.....	1,6
Ceylon	24,702,090	25.50	24,684,314	17,776	.07	.....	17,7
Blended Ceylon and India	5,950	.006	5,950	.....	.....	.....	.....
Java	6,130,714	6.33	6,130,152	562	.009	.....	5
Sumatra							
Ceylon Green	278,344	.29	278,344	.....	.....	.....	.....
Ping Suey Green	8,302,822	8.57	8,300,524	2,298	.028	1,592	7
Country Green	2,030,347	2.09	2,030,347	.....	.....	.....	.....
Japan	22,569,081	23.30	22,566,748	2,333	.01	.....	2,3
Japan Dust	1,576,176	1.63	1,534,036	42,140	2.67	.....	42,1
Capers	975	.001	975	.....	.....	.....	.....
Scented Orange Pekoe	15,227	.015	15,227	.....	.....	.....	.....
Scented Canton	305,889	.32	305,889	.....	.....	.....	.....
Canton Oolong	238,232	.25	190,894	47,338	19.87	.....	47,3
Brick Tea	26,671	.028	.....	26,671	100.00	.....	26,6
Japan Congou	157,188	0.16	157,188	.....	.....	.....	.....
Ceremonial	9	.000009	9	.....	.....	.....	.....
Formosa and Java Blend	2,560	.003	.....	2,560	100.00	.....	2,5
Flowery Pekoe	444	.00045	444	.....	.....	.....	.....
Total	96,862,858	.....	96,717,612	145,246	.....	1,592	143,6

Recapitulating of Monthly Reports (*Continued*)

By Districts

ston	10,968,446	11.32	10,961,036	7,410	0.068		7,410
icago	7,136,448	7.37	7,135,328	1,120	.0016		1,120
nolulu	381,571	.39	378,939	2,632	.69		2,632
get Sound	21,091,596	21.77	21,019,132	72,464	.34		72,464
Paul	2,480,951	2.56	2,480,951				
n Francisco	17,341,854	17.90	17,296,112	45,742	.27		45,742
w York	37,461,992	38.68	37,446,114	15,878	.04	1,592	14,286
Total	96,862,858		96,717,612	145,246		1,592	143,654

Monthly Examination of all Teas during last fiscal year ended June 30, 1920

1919.		1920.	
y	6,639,350	January	8,109,851
gust	7,419,477	February	7,607,855
ptember	9,448,981	March	7,480,073
tober	10,196,128	April	6,335,431
vember	9,668,357	May	4,788,872
cember	10,488,973	June	9,679,510

A Comparison for the Last Four Fiscal Years

Kind of tea.	Pounds, 1917.	Per cent of total, 1917.	Pounds, 1918.	Per cent of total, 1918.	Pounds, 1919.	Per cent of total, 1919.	Pounds, 1920.	Per cent of total, 1920.
een	45,333,340	42.77	46,665,737	31.39	46,289,254	40.84	34,756,779	35.89
long	21,317,813	20.11	19,062,635	12.81	20,809,773	18.36	15,390,549	15.89
ack	39,330,005	37.11	82,956,012	55.79	46,239,508	40.79	46,715,530	48.23
Total	105,981,158		148,684,384		113,338,535		96,862,858	

By Countries

ylon and India	28,632,215	27.02	44,395,552	29.86	18,458,221	16.29	38,609,142	39.86
ina	20,375,569	19.23	23,693,932	15.94	11,075,854	9.77	12,985,490	13.41
pan and Formosa	54,833,093	51.74	52,316,298	35.19	57,552,159	50.87	39,134,952	40.40
tch E. Indies (Java and Sumatra)	2,140,281	2.02	28,278,602	19.02	26,152,301	23.07	6,133,274	6.33
Total	105,981,158		148,684,384		113,338,535		96,862,858	

Examinations by Districts

ston	8,137,029	7.67	7,036,637	4.73	6,131,935	5.41	10,968,446	11.32
icago	16,162,102	15.25	8,220,280	5.53	9,143,276	8.06	7,136,448	7.37
nolulu	378,170	.36	290,280	.20	384,263	.34	381,571	0.39
w York	31,837,763	30.04	43,643,914	29.35	34,790,271	30.69	37,461,992	38.68
get Sound	32,107,891	30.30	45,586,944	30.66	46,070,625	40.65	21,091,596	21.77
Paul	4,502,728	4.25	1,450,988	.98	1,289,446	1.13	2,480,951	2.56
n Francisco	12,855,475	12.13	42,454,941	28.55	15,528,719	13.70	17,341,854	17.90
Total	105,981,158		148,684,384		113,338,535		96,862,858	

Teas Exported From the United States

	625,315		3,936,007		15,144,805		6,654,616	

Comparison of Last Eight Fiscal Years

	Examined.	Rejected.	Per cent rejected.		Examined.	Rejected.	Per cent rejected.
	Pounds.	*Pounds.*			*Pounds.*	*Pounds.*	
13	95,539,667	1,461,787	1.53	1917	105,981,158	954,425	0.9
14	92,180,460	841,595	.9	1918	148,684,384	2,354,277	1.58
15	95,306,854	948,475	.99	1919	113,338,535	1,420,568	1.25
16	109,536,526	1,768,573	1.614	1920	96,862,858	145,246	.15

Remarks.—Rejections referred to in the above statistical tables were made by tea examiners and are not the final rejections ade by the United States Board of Tea Appeals.

The amount of tea imported during this fiscal year was considerably less than the average of the previous three or four years. However, this does not necessarily indicate any decrease in consumption of tea in the United States. During the World War importations were above normal in anticipation of possible embargoes or import duties on tea. This left a large holdover for distribution in 1920. St. Paul shows no rejections and Chicago very few. This is probably explained by the fact that both of these ports are inland points of examination, and under normal conditions shippers mindful of possible return railroad freight rates to pay take great care not to enter the doubtful teas at these inland points for examination. During the preceding fiscal year Chicago departed from this general rule, due to the fact that most of the teas rejected there were really intended for manufacturing purposes.

The table showing the comparison for the last four years reveals that the people of the United States are gradually shifting from green to black teas. Of course a part of this falling off in the use of greens was due to the high price of tea in the green-tea producing countries and the short crop in Japan. The falling off of the importation of Oolongs, it is believed, was influenced more by the short crop than by any other factor. Teas from the Dutch East Indies (Java and Sumatra), the consumption of which reached its height in this country during the war when Great Britain and Australia had an embargo on all teas except those produced in the British Colonies, are being replaced by Ceylon and Indias. Strange to say, notwithstanding the high rate of exchange with China, a much larger percentage of the teas imported into the United States during 1920 came from that country than during the preceding year. This increase was apparent among all varieties of China tea. The falling off in the importations of Japan and Formosa teas was caused to some extent by the increased cost of these teas, which, in turn, was due to the increased cost of labor in those countries and to the crop shortage.

The Board of Tea Appeals

During the fiscal year only nine appeals were taken from the action of the tea examiners to the United States Board of Tea Appeals. Of these, two were withdrawn by the appellants; in six the findings of the tea examiners were sustained: and in only one were they reversed.

Standards

For the purpose of simplifying and making more accurate the comparison of teas with samples constituting the Government standards, the number of such standard samples was reduced from 12 to 8. This was done on the recommendation of the United States Board of Tea Experts and with the department's approval. In some quarters doubt was expressed as to the wisdom of making such a reduction. So far, however, the results have been very satisfactory, and it is believed that further trial will demonstrate the value of the board's recommendation.

Transfer of the Tea Act

In 1913 the Secretary of the Treasury, perceiving that under the existing statutes the Department of Agriculture had jurisdiction to determine the fitness for human consumption and admis-

(*Continued on page* 765)

THE WORLD'S 1919-20 TEA TRADE

A Review of the Industry in the Leading Countries, Showing That Output Exceeds Consumption by 25 Per Cent

"ALTOGETHER it cannot be said that things look very bright at the present moment for anyone connected with tea, either planter or distributer," Brook Bond & Co., Ltd., London, state in their annual review of the world's tea trade for the fiscal year, 1919-20. With production about twenty-five per cent above consumption, "increasing production and decreasing consumption must, if continued, mean ruin." The report follows:

The Situation in Great Britain

"During the year under consideration the tea industry has been carried on under many and great difficulties; hampered by the consequences of Control and Decontrol; by excessive imports and restricted exports, causing paralysing congestion at the docks; by strikes in Great Britain and also lately in some Indian gardens; and last, but by no means least, by the rise in the rate of exchange.

"Although Control ceased March 24, 1919, we are still feeling its effects. Decontrol found the country bare of tea. The result was a tremendous demand, which forced prices up, even for common tea. Many planters then yielded to the temptation to grow and pluck rather for quantity than quality and sent to the United Kingdom large consignments of very coarse tea, some growers even sent what a writer described as 'any old stuff—coarse leaves, stems and even twigs.' This tea is not wanted. Consumers generally do not like poor tea and prefer paying for superior blends. The high wages ruling at the present time make it possible for the majority to indulge their taste for fine tea. In all probability the demand for good tea will continue, possibly increase, as, when people have once become accustomed to fine tea, they do not readily go back to poor blends.

"It is still almost impossible to get reliable statistics, so that we cannot give as full and definite information as we were able to do before the War.

Production Exceeds Consumption

"It is calculated that the world's tea production is at present about twenty-five per cent above consumption, production having increased and consumption decreased lately. The decrease is mainly owing to there being hardly any demand from Russia and very little from Central Europe, and also to the demobilisation of a great part of the British Army. When a demobilised soldier returns home, the amount of tea he takes makes comparatively little difference to the quantity consumed by his family, so that the increase in domestic consumption is not by any means proportionate to the decrease in army consumption.

DISTRIBUTION BY SEASONS OF INDIAN TEA EXPORTS, 1917-20 AND 1913-14

FROM NORTHERN INDIA.

	1919-20. Pounds.	1918-19. Pounds.	1917-18. Pounds.	1913-14. Pounds.
ited Kingdom	303,241,459	269,879,571	252,102,251	196,352,620
stralia	9,220,536	7,137,057	8,175,205	9,903,212
nada	7,808,287	1,188,639	20,048,283	6,047,896
ited States	6,606,854	1,880,900	17,414,083	1,998,658
uth America	2,400,772	6,008,636	2,087,564	78,900
ong Kong	265,260	50	50	487,149
ankow	.....	692,277	2,319,226	10,927,819
ussia	74,822	14,855	8,631,025	28,017,858
atoum	20,040	.....	.....	5,677,844
ntinental Ports	1,263,345	1,791,112	1,021,010	1,170,041
mbay	10,542,311	20,393,836	18,341,711	5,763,161
rsian Gulf	2,147,349	2,875,114	.....	1,633,820
raits Settlements	212,983	327,479	328,557	419,197
urma	1,606,258	1,456,313	1,317,954	1,312,727
frica	2,762,992	2,457,476	10,361,740	2,330,852
ll other places	52,083	527,341	169,534	520,340
Total	348,225,351	316,370,656	342,318,193	272,642,691
FROM SOUTHERN INDIA.				
e all places	31,023,602	41,373,943	29,428,393	20,892,103
Total from all India	379,248,953	357,744,599	371,746,586	293,534,194

"Production has been increased by intensive ıltivation and by extension of the acreage under ;a. From 1898 to 1918 the average production er mature acre, in India, rose from 392 lbs. to 99 lbs. In the same period acreage increased rom about 415,000 acres to 625,800. The effect f these increases was a rise in outturn from 57,500,000 lbs. in 1898 to 380,000,000 lbs. in 1918. he increase per mature acre varies very much ı different districts. In Assam it rose 28 per ent in the twenty years; in Cachar it fell 3 per ent. Most districts show an increase. The enanced outturn is the result of scientific treatent, *i. e.* artificial manuring, which unfortunately as been directed, lately, almost entirely towards ıcreasing the quantity produced and not to improving the quality. This was to be expected. If lanters could only receive a certain price for heir tea, whether good, bad or indifferent, they aturally tried to produce as much as possible. As demand is now for fine quality teas, growers vill doubtless try to improve the quality of their roduce. This, however, will not relieve the resent situation in this country [England]. We ave to face the fact that we have a stock of more han 222,000,000 lbs., the normal stock being about 0,000,000 lbs.—enough for three months—and hat we have, so far, received only a small part f the 1920 crop. The Indian and Ceylon Tea Associations therefore suggested to the planters hat the crop for 1920 shall be restricted to 90 er cent., and the 1921 crop to 80 per cent., of the verage of the crops produced in the years 1915 o 1919. To this the majority of the growers ave agreed. It should be clearly understood hat the object of this arrangement is not to raise prices to the public, but to maintain them at a evel which will make the growing of tea a commercial proposition. If the gardens go out of cultivation, prices will certainly rise to a high level.

"As might be supposed from the foregoing remarks, the crop of Indian tea for 1919-20 was a very large one. Exports from the whole of India for the year ending March 31st, 1920, totalled 379,248,953 lbs., against 357,744,599 lbs. in 1918-19.

INDIAN CROP OF GOOD QUALITY

"The quality was, generally speaking, fairly good. A few fine Darjeeling teas were manufactured, but the autumnal teas were, on the whole, disappointing. The early crop from Assam was very good, the amount of choice golden-tipped tea was a feature. Latterly, however, quality has been generally poor, largely owing to coarse plucking, induced by the high price of common tea on the London market last autumn. India exports a large quantity of tea seed, which enables other countries to improve their produce. It goes chiefly to Ceylon, Java and Sumatra.

"The distribution of Indian exports for the last three seasons and for the season 1913-14 is shown in the table above.

"During the war exports from Ceylon fell steadily. During 1919 they recovered equally steadily and with great rapidity. In 1919 the quantity exported exceeded that sent out in 1916 by about 6,000,000 lbs. and was only about 3,000,000 lbs. below the 1915 export. In 1919 some unusually fine teas were produced, which were well appreciated. During the present year a great deal of indifferent tea has been sent to the United Kingdom. For this there is no sale, but fine Ceylon tea always sells well. The area under tea in August, 1920, was 403,500 acres.

"The following table gives the distribution of Ceylon tea for the eight months ending August 31, for the last two years:

DISTRIBUTION OF CEYLON TEA EXPORTS

	1920. Pounds.	1919. Pounds.
United Kingdom	88,436,759	88,825,545
Russia	.....	760,862
Continent of Europe	1,247,022	4,451,631
America	17,768,695	14,023,154
Australasia	16,971,562	10,187,921
China	171,356	497,942
All other ports	10,746,035	10,736,328
Total	135,341,429	129,483,383

"It is impossible to calculate how much tea is grown annually in China, as no record is kept of the amount reserved for home consumption. During the eight months ending August 31, 1920, the United Kingdom imported about two million pounds less than during the same period of 1919, but the United States during the year ending June, 1920, took about two million pounds more than in the preceding year. The Chinese Government is taking steps to recover the country's lost export trade. The export duty, equivalent to just ¾d a pound, has been remitted for two years from Oct. 10, 1920, and a tea bureau has been established, under the Ministry of Agriculture and Commerce, in order to improve the methods of cultivation and manufacture, but with the Chinese tael at its present high price ordinary Chinese tea cannot compete with other growths. Demand is likely to be confined to the choice and fancy kinds alone.

Java and Sumatra Trade

"Exports from Java and Sumatra have increased rapidly during the last two years. They rose from 61,853,000 lbs. in 1918 to 110,541,200 lbs. in 1919. The crop for 1920 is estimated at about 110,000,000 lbs.

"The distribution of the Java crop for the years 1917, 1918, 1919 and the seven months ending July 31, 1920, is given in the following table:

Trade between Great Britain and other countries has been much hampered by the necessity of having export licences. These were based on the trade done in the datum period in 1913-15. One firm received an order from Italy for 100 chests of tea, but was unable to execute it, because that firm did not export in the datum period. Now that export licences have been abolished, it is to be hoped that trade with Europe will increase.

"The import of tea into Germany is not encouraged by the Government of the country. Most people have to be contented with what is called 'German Tea' which is made from various leaves growing in the country."

Tea In the United States

In regard to imports into the United States the report presents a tabulation covering the past four years, divided by countries of production. A similar table is printed in this issue in connection with the U. S. Supervising Tea Examiner's annual report, to be found on page 751.

In commenting on the United States imports Brooke Bond & Company state:

"It is noticeable that imports [into the United States] from the United Kingdom and from the British East Indies are much higher in 1919-20 than in the previous two years and that imports

Distribution of Java Tea Exports, 1917-20

	1920* Pounds	1919 Pounds	1918 Pounds	1917 Pounds
Holland	26,274,600	55,299,200	1,086,800	1,461,800
United Kingdom	13,589,400	27,183,200	nil	3,755,000
Russia	nil	nil	1,815,000	18,782,600
Australia	14,146,600	15,976,400	11,387,200	11,629,200
Canada	1,511,400	1,394,800	9,154,200	
United States	4,131,600	5,011,600	35,831,400	35,824,800
Singapore	915,200	1,025,200	547,800	1,132,000
China	77,000	2,457,400	893,200	1,036,200
Continent of Europe	57,200	1,588,400	162,800	nil
Other places	510,400	605,000	974,600	6,699,000
Total	61,212,800	110,541,200	61,853,000	80,236,200

* Seven months to August 31, 1920.

"It will be noted that the principal increases are to the United Kingdom, Holland and Australia. Exports to Singapore are probably intended for Russia via North China ports. Exports to Canada and the United States rose rapidly in 1917 and 1918, fell in 1919, but have risen again during the seven months of 1920. The rise in imports of Java tea into the States in 1917 and 1918 was greatly due to the prohibition of import of foreign tea into the United Kingdom and Australia. Java had to find a market for her produce, so sent it to America."

The report shows a table of Great Britain's home consumption and imports, comparing 1919 with 1920, in which it is demonstrated that both consumption and imports in 1920 were less than in the preceding year, by some 10,000,000 pounds less for imports and about 8,000,000 less for consumption. Resuming the report states:

"Exports to the Continent of Europe, either direct from the countries of production or by re-export from the United Kingdom, have not risen as it was expected they would after the war. from the Dutch East Indies, from China and from Japan have fallen. The habit of tea-drinking seems now to be firmly established in the States, though consumption has not increased as a consequence of the prohibition of the drinking of alcohol to the extent that many persons expected it would. Afternoon tea is served in most clubs—a sure sign of its popularity—as well as in many private houses. Much, however, remains to be done, as consumption is only 1 lb. a head. The United States Tea Association has started a series of advertisements in some of the trade papers with the object of stirring tea-dealers to exert themselves to increase consumption. The Association points out that if consumption were increased by only a pound a head, tea-men would make $50,000,000 additional tea sales yearly.

"Imports of Indian tea into Canada rose from about 3,000,000 lbs. in 1916-17 to 20,048,283 lbs. in 1917-18, fell to 1,188,639 lbs. in 1918-19 and rose to 7,808,287 lbs. in 1919-20. During the six months ending Sept. 22, 1920, they were 3,317,584 lbs., as against 2,127,545 lbs. in the same period of last year. There is every reason to hope that

ncreased consumption in the Dominion will increase steadily.

"Australasia has long consumed more tea per ad than any other part of the world. Her ports have risen considerably since the armistice. She draws her supplies chiefly from Ceylon d Java, but also takes a fair amount from dia. The proportion taken from the various untries is about: Ceylon, 28,500,000 lbs.; Java, 500,000 lbs.; India, 9,000,000 lbs.

"At the beginning of the present year there as a heavy demand for tea on the London arket from Algeria. Morocco and Algeria imrt tea in large quantities. It is a favorite drink ong both the native and European communities. mong the Arabs it is said to be gradually takg the place of coffee. Hitherto North Africa s been supplied chiefly from French Indo-China, eylon and China. There is a rumor that some rench Commercial houses contemplate buying va tea in Batavia and shipping it to Algeria and orocco.

"Consumption in India is steadily increasing. he Indian Tea Cess Committee has worked ard and has achieved good results. As is doubtss well known to most persons interested in a, the Cess is a voluntary tax paid by exporters, e money collected being devoted to promoting e sale of Indian tea. During the war, when it as impossible to do much in Europe or Amera, the energies of the Committee were concenated on India, with the result that the total nsumption in 1918-19 was upwards of 50,000,-0 lbs., comparing with 42,000,000 lbs. in 1917-18 d with an annual average of 36,000,000 lbs. for e last five years. The work of the Committee carried on in towns and villages, on the railays, in factories, &c. Demonstrations are also eld at fairs and other gatherings. The growing opularity of the beverage is shown by the numr of shops lately opened where cups of hot tea n be obtained. During the eleven months for hich we have details, 1198 hot-tea shops and 7497 pice-packet shops were started. In some in order that the tea may be properly made. This has no doubt greatly helped to popularize tea, which was formerly often spoilt by being made in the last year 6,910,500 pice-packets were sold. The Committee keep a stock of copper and brass utensils, with which they supply the shopkeepers in others native dealers were encouraged and helped to sell tea. It is calculated that during cases new shops were opened by the Committee, tin kettles. The shopkeepers are also instructed in the best way of brewing tea and are encouraged to keep their stock in air-tight containers. Nothing could be better for the Indian planter than an increase in consumption in the country itself. It is calculated that if per capita consumption were the same in India as it is in England, she could consume all she produces. This is not very likely to happen, but an annual consumption of half a pound a head would amount to 150,000,000 lbs. or 40 per cent of production and would be a boon to Indian growers.

"Altogether it cannot be said that things look very bright at the present moment for anyone connected with tea, either planter or distributor. Increasing production and decreasing consumption must, if continued, mean ruin. This, however, neither planter nor distributor is likely to allow. Now that the proposal to limit production has been adopted by most of the planters, producers will no doubt devote their energies to growing as good tea as possible, instead of heavy crops of poor tea. Distributors are exerting themselves to find new markets and to increase consumption where tea is already drunk. There are splendid fields, some still almost untouched, ready to be exploited. India and America, if suitably supplied; Tibet, where there is a great demand for brick tea made from the coarser kinds; Russia, when again able to import; all seem to be calling for supplies. The British planter has struggled through many difficulties, and no doubt he will conquer the present ones.

AN ANALYSIS OF INDIAN TEA PRICES BY DISTRICTS

The tabulation below gives a comparison of prices at auction sales in Calcutta on approximate dates of the two last years, as compiled by the "Indian Trade Journal." The figures do not include second-hand or damaged teas, or dusts. Average prices are shown in annas and pies.

Districts.	Season 1920-21. Sold in Sale No. 13, 28th September, 1920. Packages.	Average price per lb. As.	P.	Season 1919-20. Sold in Sale No. 12, 23rd September, 1919. Packages.	Average price per lb. As.	P.
Assam	5,222	5	2	6,301	8	10
Cachar	1,671	3	9	4,984	7	3
Sylhet	1,004	4	0	3,366	7	1
Darjeeling	838	6	7	1,572	8	8
Dooars	5,062	4	8	5,108	7	9
Terai	1,112	4	6	1,202	6	11
Chittagong	....	.....		188	6	5
Chota-Nagpore	....	.....		....	.....	
Kumaon and Kangra	....	.....		....	.....	
Madras	....	.....		.....	.....	
Debra-Dun	....	.....		78	6	10
Nepal	....	.....		....	.....	
All other places	....	.....		....	.....	
Total	14,909	4	9	22,799	7	10

EAST INDIAN COFFEE GRADES

A Brief Description of the Principal Kinds Grown, Together with Their Comparative Trade Values

By John A. Fowler
U. S. Trade Commissioner

ALL coffee in Java is sold F. A. Qu., meaning fair average quality of the season's crop at the time of delivery. When there is a serious difference of opinion between buyer and seller, the dispute is settled by two arbitrators, one appointed by the buyer and the other by the seller, and if these two cannot come to an agreement a superarbitrator is appointed by agreement between them. Brokers' commissions are 10 guilder cents (guilder=100 cents=$0.402 at normal exchange) per picul (picul=136 pounds) from both buyer and seller.

In the customs' returns for Java and Madura, Robusta, Java, and Liberica coffees grown in Java are listed separately, and under the heading of "All others" are listed the exports of fancy Javas (Arabicas) from the other possessions. In Java the coffees are almost all grown on estates under European supervision, but there is some native production which is sold for native consumption and does not appear in the production figures submitted herewith.

In a statement of The Netherlands East Indian Government dated August, 1919, the areas under cultivation of the various varieties of coffee show the following percentages: Robusta, 84 per cent; Arabica, 5½ per cent; Liberica, 4½ per cent; all others, 6 per cent.

The Robusta Variety

In 1919 the following production in piculs of Robusta coffee was given in the annual report of a leading firm of brokers of Soerabaya and Batavia, considered to be the most reliable on this subject published: West Java, 14,041; Middle Java, 33,836; East Java, 457,125; Celebes, 3,210; Sumatra, 204,019; Government estates, 10,668; total, 722,899.

Fermented beans in Robusta, called "stinkers" by the trade, have given Robusta coffee a bad name in the American markett. A first requisite is that this grade shall be entirely free from these defective beans. One-half per cent of broken and black beans are allowed in the grade exported to the United States. "Export quality," which is the only grade exported is "double picked." Single-picked Robusta and other coffees are often found in the markets but these are always repicked (sorted) before exporting. Local buyers judge the quality of coffees by the estate marks. Some grades are ready for export as they come from the estate, while others are not so assorted. The differences are always equalized by the middleman or the exporter.

The varieties known as Canephora, Ussatica, Baukobensis, Saukurensis, Kuiluensis, Quillou, Stenophylis, and Roodbessige are similar to Robusta and are exported under that name but they are known in the local markets as the "Robusta-achtigen" (Robusta-like). In 1919 the total production of these varieties was about 9,000 piculs.

The Liberica and Java Varieties

Liberica coffee is the third in point of acreage and in production. The 1919 crop in piculs is given as follows: West Java, 1,369; Middle Java, 3,433; East Java, 337; Celebes, 817; Sumatra, 4,707; Government, 2; total, 10,665.

The varieties known as Excelsa, Abeokuta, Dewevrei, Arnoldiana, Aruwimiensis, Dybowski, and "Hybride" are related to the Liberica and are similar in appearance. These all go into the export grades as Liberica but are known in the local trade as the "Liberica-achtigen." The total production of these varieties in 1919 was 1,200 piculs.

Java coffees are second in point of acreage and in production. In 1919 the estate production in piculs of this variety was as follows: West Java, 15; Middle Java, 736; East Java, 37,045; Government estates, 19,352; Celebes, 40,298; Bali, 35,000; Sumatra, 25,735; total, 158,181.

Java coffee is the best of The Netherlands East Indian product. At low altitudes it is subject to the leaf disease that made it necessary to introduce Liberica and Robusta, and to-day it is seldom seen below 3,500 feet. As shown in the above figures the larger part of Java (Arabica) coffee is grown outside of Java. The two eastern residencies, Besoeki and Pasoeroean, produced 87 per cent of the Java supply.

Fancy Coffees

Arabica coffees, which go into the American and European markets under the name of Ankola and Sibolga, come from the districts of those names in the Residency of Tapanoeli, and those called Ajer Banjies and Mandehling come from districts of the same names in the West Coast Residency of Sumatra. These grades seldom get into the hands of the speculators, bringing fancy prices from the exporters.

Boengie coffee comes from the Moluccas and the Celebes and is below the above-mentioned grades in quality and price. It is an excellent coffee, superior in quality to the Java Arabica.

Timor coffee is grown on the island of the same name in the smaller Sunda group and is marketed as the Boengie coffee, bringing about the same prices on the Soerabaya market.

Kroe coffee is grown in the Residencies of Palembang and Benkoelen, in southern Sumatra. In quality and price it is inferior to the other Sumatra coffees, being about equal to the coffees of Timor, the Moluccas, and Celebes.

Bali coffee is grown on the island of Bali, just off the southeastern extremity of Java. It is a very good coffee, almost equal to the three preceding grades.

Most of these fancy coffees are of native production and their superiority is due to climatic and soil conditions. Assorting is often poorly done at the point of production; the coffee is assorted before exportation.

CANADIAN TEA PRICES DROP

Material Reductions on Branded Package Goods Are Announced by Leading Firms

SOME of Canada's leading packers of branded teas announced decided reductions in prices early in the month of November. The rate of reductions is shown in following canvass of the trade, conducted by the "Canadian Grocer:"

The Salada Tea Co. has announced a cut of 5 cents a pound in the price of their Brown Label tea. This means that where the retailer formerly sold this blend at 70 cents a pound, he now sells it at 55 cents. The new prices to the trade are 45 cents a pound for one-pound packets, and 46 per pound for halves. The retailer sells the half-pound packets for 28 cents. No change has been made in prices of Blue, Red and Gold Label blends.

The T. H. Estabrooks Co., St. John and Toronto, announced a reduction of 10 cents per lb. on their Crimson Label. This now sells to the trade at 50 cents for pound packages, and 25 cents per pound for halves.

The Blue Ribbon Tea Co., Toronto, has lowered the price of their blend from 60 to 48 cents to the trade. This company sells only the one blend in Ontario.

Lanka tea, which has been costing the trade 60 and 63 cents per pound is reduced 17 cents, making the price to the retailer 45 cents for pounds, and 46 per pound for halves. Lanka tea will sell to the consumer at 55 cents per pound.

It will be noticed that in connection with Salada and Red Rose, the price is not reduced on the three highest quality blends, but only on the lowest one in each case. Canadian tea men do not see at present any prospect of lower prices on the high-grade teas.

IN THE EDITOR'S MAIL BAG

Here Will Be Found Letters from Readers Who Say Something Worth While

ONLY letters which deal with subjects of general trade interest are published here. Readers should remember that when they write for this department they can best serve themselves and the Editor by being brief. Many letters cannot be published because of their length.

WHERE COFFEE CAMPAIGN ADS FAIL

This writer, a veteran coffee merchant of San Francisco, believes that brewing is the most important factor in making good coffee, and is of the opinion that if consumers are taught to use stone, earthen or china ware pots, coffee consumption would be greatly increased:

SAN FRANCISCO, Oct. 25, 1920.

W. H. Ukers, Editor,
THE TEA AND COFFEE TRADE JOURNAL,
New York.
Dear Sir:

In the San Francisco Bulletin of today appears the first advertisement of the Joint Coffee Trade Publicity Committee in co-operation with the planters of Sao Paulo, Brazil.

It is headed with the caption, "The Goodness of Coffee Depends on Three Things: Roasting, Grinding, Brewing."

Of these three the most important is *brewing* and in the "Six Rules for Making Good Coffee," the committee fails to state that the pot should be made of chinaware or stoneware, the best ware to make a good cup of coffee with. All metal pots, either aluminum, nickel, copper, enamel or tinware, give an unpleasant, metallic-acid taste to coffee, turning the beverage to a dark color and failing to bring out the fine flavor of really choice coffee. When allowed to stand in the metallic pot, coffee loses all its aroma and flavor.

The American taste for good coffee can be improved only when sanitary, sweet, safe and sound, stone, earthen or chinaware pots are in general use, and then the consumption of the fragrant and divine gift of nature—Coffee will increase greatly.

The best coffee pot made in the world is manufactured in Europe. It is called the "Bohemian China Coffee Machine," and is made on the drip principle. While the great war stopped the making and sale of these famous pots, very soon shipments will be forwarded to this country, and then the American crockery manufacturers will strive to compete by resuming the making of earthenware pots, now practically unobtainable.

Very truly yours,
HENRY W. BURMESTER.

Examining black teas, we find an importation of 48,728,853 pounds for the twelve months ended October 31, 1920, as against an importation of 31,816,985 pounds for the same twelve months of the previous year. The normal sale of black tea in the United States is 50,000,000 pounds a year.

If one asks for the reason for the low prices of black tea they will probably be given a long story about the low prices in London and surplus of tea at that port. If this is the reason, then why is black tea selling for less money in the United States than it is selling for on the auctions in London? To the London auction price must be added freight, handling charges, interest, port charges, cartage and discounts; but notwithstanding this, the same tea brings a bigger price on the London auction than it does delivered ex warehouse in the United States with 3 per cent discount for cash.

To show to what an extent the hysteria has gone in the tea trade—5,000 packages were offered on the New York market at a price which did not cover the cost of the package in the country of origin, plus the freight to New York City.

When an article will not bring the cost of freight and packing, and that article can only be produced in the Far East, then it is time that the long-headed merchant commenced to lay in a supply. There is not a single tea, with the possible exception of Japans, that is not selling today at cents per pound below the cost of production. It is only natural that if these conditions continue, importation of tea into the United States will have practically ceased within the next few months, as no importer will be foolish enough to continue to import teas when the price he is paying in the land of production is four or five cents per pound more than he can hope to get in the United States. History will probably repeat itself. Each tea buyer is passing on his gloomy talk to each tea salesman, and a man must needs be singularly well balanced to keep his brain clear to the real facts while surrounded by the croakings of all the ravens that infest the tea district these days.

Today, it seems, everyone believes in tea except the people who are dealing in it. An illustration of this is an advertisement recently put out by Coca-Cola, in which they say: "Coca-Cola may be very well described as a 'carbonated fruit-flavored counterpart of tea of approximately one-third the stimulating strength of the average cup of tea.'" They go on to say—"Of all the plants which Nature has provided for man's use and enjoyment, none surpasses tea in its refreshing, wholesome and helpful qualities. This explains its almost universal popularity, and also explains, in part, the wide popularity of Coca-Cola, whose refreshing principle is derived from the tea leaf."

Both the London and Colombo markets have been showing signs of hardening during the last five weeks, and unless tea buyers in the United States wake up they will have missed the greatest opportunity in their history, and the buyer of any article should remember that his firm pays him his salary to safeguard their interests.

No wise man expects to buy at the absolute bottom—those who wait for the bottom usually finish by buying at the top.—W. G.

THE RETAILER'S PLAIN DUTY

The retail grocer, and all the other independent merchants distributing coffee at retail, should be quick to take their cue from those chain stores that are keeping pace with the downward price movement in coffee. Why is it the average retailer is so slow to seize these golden opportunities when they present themselves so forcibly?

If he is a close student of his trade paper, he should have had all the facts of the present situation fully digested by this time. If he is so mightily concerned about the consumer's welfare, as by every right he should be, why isn't he quicker to sense such a chance to render him real price reduction services when the tea and coffee markets go slumping?

It is a fact that many times the retail merchant is so busy complaining about chain store competition that he overlooks opportunities like this one—played right into his hands by the chain store man.

In common decency the retailer needs to pass on to the consumer his proportionate share of the coffee price decline. Failure to do this will send more of his customers over to the chain store.—U. S.

MISCELLANEOUS TRADE NEWS

¶ A department covering the activities of the manufacturing and distributing tea, coffee, spice and fine grocery interests and the supply trades.

THE HOTEL MEN'S CONVENTION

Coffee, Brewing Devices, Yerba Maté, Tea and Flavoring Extracts Were on Exhibition

THIS year's convention of hotel men held in Grand Central Palace, New York, during the week beginning November 8, had an unusually large number of exhibits of interest to the tea, coffee and allied trades. Coffee urns took a conspicuous part in the show.

Among the coffee machinery exhibitors were the A. J. Deer Co., showing the Royal roaster and mills, and the Hobart Mfg. Co., which displayed its coffee grinding mills.

The exhibitors of coffee, both bulk and packages, included the Private Estate Company, New York, the Cauchois Coffee Co., New York, the Oriental Tea and Coffee Co., New York, and the Berry, Dodge & MacKusick Co., Boston, whose booth was an excellent reproduction of a Turkish bazaar.

Coffee urns were shown by the Koffeesaver Co., New York, featuring the Cauchois economy attachment; the Kellum Co., New York, showing several types of urns; the Carl H. Arwe Mfg. Co., Brooklyn, N. Y., displaying a combination urn consisting of three units; H. G. W. Young, Boston, distributer of the San Francisco urn; the Duparquet Huot & Moneuse Co., New York, exhibiting its café equipment, including coffee urns; and D. Zilli, Plini & Co., New York and Rome, featuring the Italian made Sovereign filtering coffee making machine.

Coffee was served free to visitors by the Silex Company, New York, it being brewed in the booth by means of the Silex all glass coffee filter.

Temperance beverages were demonstrated by a large number of firms. One of these was the Lash's Products Company, New York, formerly the Lash's Bitters Company. This company featured "AroMaté" in bottles, which is made with yerba maté as the base.

Among the flavoring extract exhibitors were the C. F. Sauer Co., Richmond, Va., which had a full line of its products on display, and S. H. Rosenberg & Co., New York, who featured "Aromanilla," a flavoring agent which the company claims is sixteen times stronger than the ordinary vanilla extract.

MISSOURI GROCERS MERGE

Two Big St. Louis Wholesale Firms Are Combined and Will Open Several Branches

ANNOUNCEMENT of the merger of the Amos-James Grocery Company and the Haas-Lieber Grocery Company, both of St. Louis, was made on November 11 by A. E. Gilster, vice president of the Amos-James organization.

A holding company, to be known as the Amos-James-Lieber Company, is being formed. The holding company will issue $800,000 preferred stock and $1,000,000 common stock. The separate establishments of the two concerns in the merger will be operated under their present names.

In addition to the two present establishments the new organization will open branch wholesale houses in Belleville, Ill., Effingham, Ill., Fairfield, Ill., Evansville, Ind., Terre Haute, Ind., and Mexico, Mo.

The officers of the Amos-James Company are: W. M. James, president; A. E. Gilster and W. A. Kleifoth, vice presidents; H. C. Amos, secretary and J. O. Amos, treasurer. Leslie Lieber is president of the Haas-Lieber Company.

The Amos-James Company was formed March 1, 1907, and its first year's sales were $700,000. The Haas-Lieber Company was incorporated in 1897.

THE JAVA-ROBUSTA LABEL CASE

(FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., Dec. 1, 1920.—Officials of the Bureau of Chemistry of the Department of Commerce are still unwilling to talk of their Java-Robusta coffee investigation, which has been

under way for some time. It is understood, however, that the investigation has been about completed and it seems probable that some kind of announcement will be given out in the near future by the Bureau. It is believed that the experts at the Bureau have found that the Java Robusta has a good quality but whether this will be vital in deciding the matter of branding the coffee cannot be learned.—LAMM.

SPECIALTY MEN'S ANNUAL

The Twelfth Meeting Re-elects Fred Mason and Listens to Some Good Reconstruction Talk

THE twelfth annual meeting of the American Specialty Manufacturers' Association, held in Atlantic City, November 17-19, was in many ways the most successful. Credit for this is due to F. D. Bristley, chairman of the convention committee, and to Fred Mason, president, who was re-elected to that office.

FRED MASON

The convention program included many estimable papers and worthwhile speakers. Among them the following stood out: The president's address, in which he showed how the manufacturers of nationally advertised branded goods had helped relieve the burden of the high cost of living by keeping down prices; Victor Murdock, chairman, Federal Trade Commission; F. W. Smith, chairman Railroad Official Classification Committee; Arjay Davies, president of the National Wholesale Grocers' Association, who said the national joy-ride was over and that co-operation was the solution of post-war trade problems; J. A. Ulmer, president of the National Retail Grocers' Association, who urged that merchants should not seek to evade acceptance of goods ordered in good faith and who at the same time warned the specialty men not to give the chain stores an advantage over the old-line retailer; James Foust, Pennsylvania's Food Commissioner, who said adulteration and misbranding were now local rather than national abuses, and Truman A. DeWeese, who said this is an age of merchandising, that salesmanship is the basis of wealth and advertising the most important factor in merchandising.

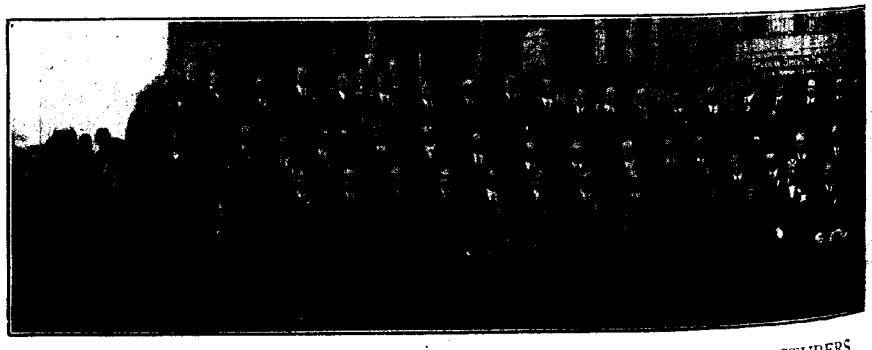
Then there were several inspiring speeches at the annual banquet. Dr. W. H. P. Faunce, of Brown University, announced this credo for world progress: "I believe in the inequality of men; I believe in the brotherhood of men; I believe every kind of work is a kind of public service—service to the commonwealth."

Lucius E. Wilson, American City Bureau, Chicago, told why business men ought to be leaders and some things every leader should know. D. T. Ackerly made a fine speech on "Faith."

The resolutions adopted were largely of a routine character. Briefly, they praised the administration of Fred Mason as the most constructive year in the association's history:

Declared special bonuses to jobbers and salesmen for preferentially pushing products as "unfair, vicious and pernicious," denouncing the use of such practices and inviting the co-operation of all the other grocery trade organizations in stamping out that form of intensive salesmanship.

Recommended the enactment of a Federal law providing that States shall not have the right by legislation or regulation to interfere with the free distribution of food products in Interstate commerce which conform to the Federal food, drug and insecticide laws.



MEMBERS AND GUESTS OF THE AMERICAN SPECIALTY MANUFACTURERS

Favored the enactment of a general food fac- y and storage sanitation law by Congress.

Urged the repeal of the excess profits tax and substitution therefor as a revenue measure, a general sales tax to be paid at source.

Reaffirmed the association's attitude as to the nomic value of the specialty salesman and claring him a necessary and indispensable fac- in efficient and economical distribution.

Reiterated the association's disapproval of at- pts by distributors to restrict the freedom of nufacturers in choosing such channels of dis- bution as they like.

Pledged the association and its members to d all possible co-operation in sane and sound nomic measures of reconstruction during the sent tangled business readjustment condi- ns.

Favored the negotiations of special hotel rates r specialty salesmen.

Recommended the use of interchangeable mile- e books on railroads.

Favored the standardization of bill heads and tionery among the members in co-operation th a committee of the National Wholesale ocers' Association.

Favored the encouragement of the metric stem of weights and measures and the double arking of weights and measures by both sys- ns in goods packed for export.

Favored the Hauger net weight bill now pend- g in Congress. Urged a more rigid com- ance with the terms of cash discount when ducting the same from invoice.

The Election of Officers

The newly elected officers and members of the oard are: President, Fred Mason; first vice- esident, W. W. Frazier, Jr.; second vice- esident, James M. Hills; third vice-president, ouis McDavit; treasurer, D. O. Everhard.

New members of the board of directors elected r three years: R. R. Moore, Diamond Crystal lt Co.; C. F. Healy, Carnation Milk Products o.; J. F. O'Brien, Kellog Toasted Corn Flake o.; J. T. Williams, Creamette Co.

A NEW COFFEE JOBBING FIRM

F. G. Varrelman, Formerly with Jules Maes & Co., Now Liquidating, Starts in Business on His Own Account

THE business of Jules Maes & Co., Inc., New York, importers and exporters, is being liquidated. F. G. Varrelman, formerly manager of this firm's coffee department, will continue in the coffee business on his own account, trading under the name of F. G. Varrelman & Company, with offices at 80 Wall street, New York.

F. G. Varrelman & Company have been appointed the agents for the coffee accounts formerly handled by Jules Maes & Co., Inc. Mr. Varrelman states that the business will be entirely coffee commission and that his firm will act as agents for several Brazil shippers in the United States and Canada.

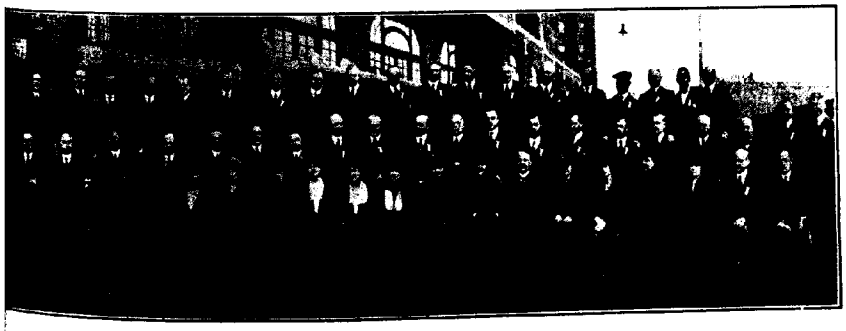
Mr. Varrelman is well and favorably known in the trade, and his friends are wishing him every success. While for many years he has been identified with large interests in the coffee business, it is the first time he has conducted a business on his own account.

TRICOLATOR COMPANY MOVES

Manufacturers of Well Known Coffee Making Device Now Located in the East

THE Tricolator Company announces the removal of its offices from Chicago to 99 Water street, New York. All shipments will be made from the firm's new plant, recently opened at Tatamy, Pa.

I. C. Richheimer, president of the company,



SSOCIATION AT THE TWELFTH ANNUAL CONVENTION AT ATLANTIC CITY

states that the change in location and the added facilities will enable his company to render improved service, the new building being equipped to handle at least five times the volume that was possible from Chicago. For some time past, the Tricolator Company has been fully six months behind in its deliveries, but Mr. Richheimer now anticipates that prompt deliveries will be possible.

The Tricolator Company has enjoyed a remarkable growth and its product is favorably known to most coffee men.

PAPER CAN MAKER EXPANDING

Ground Has Been Broken for a New Plant for the St. Louis Paper Can and Tube Company

THE St. Louis Paper Can and Tube Co., St. Louis, announces that it has sold its present manufacturing plant, and has already bought fourteen acres of land in Maplewood, which borders on the southwest section of the city. Ground has already been broken, and the new building is expected to be ready for occupation next spring.

The company's statement makes much of the assertion that when completed the new plant will probably be the largest of its kind on one floor and under one roof in which paper cans and tubes are manufactured. There will be 94,000 square feet of floor space, and the building will be of steel and glass construction, with sunlight on four sides, saw-tooth roof, and equipped with fire preventing sprinklers throughout.

Considerable additional equipment is to be installed in order to insure the speediest possible production, and the expansion of the company's coffee can business. The plant will be located on the terminal, belt and main line of a large Western trunk railway line.

NEW YORK JOBBERS IN NEW QUARTERS

J. E. Carret & Company, New York green coffee jobbers, moved on December 2 into new, larger and better equipped quarters at 90 Front street, where they will occupy the entire ground floor. J. E. Carret announces that Joseph J. Day, a silent partner in the business, will participate actively in its management beginning with January 1.

A COFFEE DEALERS' BUYING COMPANY

A group of prominent wagon route tea and coffee dealers met at Hotel Sherman, Chicago, on November 17 to organize a buying corporation, which, it is understood, will act as [illegible] agent for those firms participating in the [illegible] tion. Incorporation papers have [illegible] taken out, and permanent officers have [illegible] elected. Further details of the enterprise [illegible] expected in the near future.

FORMOSA GOVERNMENT TEA PLANS

Civil Governor Tells Oolong Tea Exporters of Daitotei of the Official Attitude Toward Improving Conditions

THE attitude of the Formosa Government toward ways and means of improving the present conditions of the tea trade was outlined on October 19 by H. Shimomura, civil governor of Formosa, to a committee of oolong tea exporters in Daitotei representing the firms of Boyd & Company, Carter, Macy & Co., Inc., the A. Colburn Co., Jardine Matheson & Co., Ltd., Mitsui Bussan Kaisha, Ltd., Tait & Co., the J. C. Whitney Co., Nosawa & Co., and Asano Bussan Kabushiki Kaisha.

After hearing the committee's story of the conditions of the tea trade in Formosa and America, the Governor said that while the Government realized the seriousness of the situation, and was considering means of improving matters, it found it difficult to decide on action covering all the factors involved, some of which require further investigation. Meanwhile, the officials had decided to the following extent:

To retain the present export tax; to consider a special appropriation of funds to be devoted to the interests of the industry; to form an association of tea producers and manufacturers in the tea districts for the purpose of improving quality and preventing abuses; to establish experimental factories in producing districts; to develop some workable plan of preventing damaged stock of the present season from being mixed with next season's crop; to consider the extension of Formosa oolong tea advertising in America.

N. C. R. A. EXECUTIVE COMMITTEE

These men have been appointed by President Brand as members of the Executive Committee of the National Coffee Roasters Association to serve during the current administration year: J. A. Folger, of J. A. Folger & Co., San Francisco; R. O. Miller, of the Dwinell-Wright Co., Chicago; Charles A. Clark, of the Clark & Hess Co., Milwaukee; Robert M. Forbes, of the Forbes Tea & Coffee Co., St. Louis; F. J. Ach

of the Canby, Ach & Canby Co., Dayton; Frank Ennis, of the Ennis-Hanly-Blackburn Coffee Co., Kansas City; C. H. Buker, of the Martin L. Hall Co., Boston; A. J. Dannemiller, of the Dannemiller Coffee Co., New York; B. C. Casamas, of the Merchants Coffee Co., New Orleans; R. W. McCreery, Western Grocer Mills, Marshalltown, Ia.; C. E. Wyman, of Griggs, Cooper & Co., St. Paul, and President Carl W. Brand, the Widlar Company, Cleveland, O.

JAVA TEA EXPERT LEAVES U. S.

H. J. Edwards, Tea Commissioner, Studies Trade Conditions Here and Goes to Europe to Report His Findings

H. J. EDWARDS, the Java tea commissioner who, as reported in our November issue, arrived in New York early last month, sailed for London on December 11, aboard the *Finland*, expecting to continue on to Amsterdam.

Before sailing Mr. Edwards stated that he was still acting as Java tea commissioner, refuting rumors that he had resigned. He explained that he came to this country to investigate tea trade conditions in the United States and Canada, and to make recommendations to the interests for which he is acting. He added that he has resigned as chief of the Tea Expert Bureau of Batavia, and that he has been succeeded by A. H. Pullar, formerly with the Russian-Anglo-Asiatic Trading Company, of Calcutta.

Mr. Edwards does not plan to return to the Far East, where he has been in one capacity and another for the past eighteen years. He expects to locate in London, but is not ready to make further announcement of his plans.

OBITUARY

HALVOR HAUCH

Halvor Hauch, former president of the California State Retail Grocers' Association, and one of the first retail grocers on the Pacific Coast to adopt the grocerteria idea, died November 15 at his home in Alameda, Cal. Mr. Hauch operated his store in the same location in Alameda for twenty-five consecutive years, and was considered one of the most progressive merchants in his state. He was well known in association circles, and was a picturesque character at national retail grocery conventions. He is survived by a widow, two sons and a daughter.

THE ANNUAL U. S. TEA REPORT

(Continued from page 752)

sibility of all foods, drugs, and liquors offered for importation into the United States, with the single exception of tea, which remained partly in the Treasury Department under the act of March 2, 1897, and partly in the Department of Agriculture under the food and drug act of June 30, 1906, requested the Secretary of Agriculture to have prepared a bill transferring the Tea Inspection Service from the jurisdiction of the Treasury Department to that of the Department of Agriculture. A provision was drawn for insertion in the Agricultural appropriation bill for 1915, and had the approval of both departments. Later the Treasury Department requested that the submission of this provision to Congress be postponed until a suit then pending in the Federal courts testing the legality of a certain regulation then enforced by the Treasury Department under the tea act had been decided by the courts. This case was not settled until 1918.

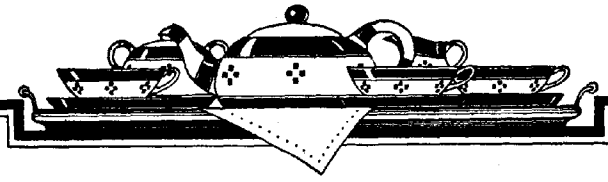
In July, 1919, the Chief of the Division of Customs again brought this matter to the attention of the Secretary of the Treasury. Following this a joint letter signed by the Secretary of Agriculture and the Secretary of the Treasury, inclosing the provision concurred in by the two departments in 1914, and recommending its adoption, was transmitted to the Agricultural Committees of the Senate and House. The provision making the transfer effective July, 1920, inserted in the Agricultural appropriation bill for 1921, passed both houses of Congress, and was approved by the President May 31, 1920.

Although the administration of the tea act has been placed under the Secretary of Agriculture, the act requires that the Customs Service shall hold the tea in bond until it meets the requirements of the law, and since the customs also draws all tea samples at ports where no tea examiners are stationed, the Treasury Department is still vitally interested in the law. Recognizing this dual trusteeship, the two departments have cooperated in formulating the new regulations, with the idea that they serve the best interests of the public, and after nearly two months of operation under the Agricultural Department, with the assistance given by the Treasury Department the Tea Inspection Service is working satisfactorily.

In conclusion, I wish to thank the members of the Customs Service for the excellent cooperation they are giving this office in administering the tea act. The administration devolves upon both departments, and it is earnestly hoped that the association already established will continue undisturbed.

GEO. F. MITCHELL.

The Olive Oil Association of America, formed during the war, has been made a permanent body and has adopted the name "Olive Oil Importers' Association." It is national in scope and membership and will attempt to develop greater sales of olive oil and bring about a reduction in prices in the primary markets.



THE Tea Merchant is to Blame.

Some Tea merchants misunderstood us last month when we showed that this huge market for tea was undeveloped because of misconception in the minds of consumers. They blamed the consumers.

But where is the consumer to learn the truth about tea if not from Tea merchants? The Tea merchant is to blame for not telling the Public in a big way through a real co-operative advertising campaign how and why and when to use tea.

History gives us many examples of big military successes following the revival of co-operative efforts due to dire straits.

Is this lack of interest on the part of the trade placing the tea business in dire straits?

Let us see.

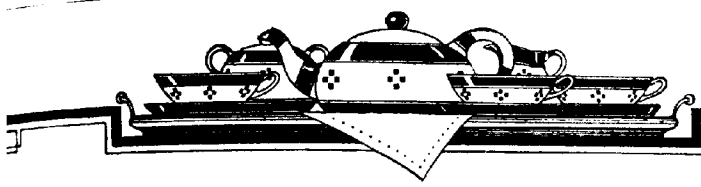
For twenty-five years, the total consumption has remained practically stationary, whereas the population has in that time increased enormously. This shows that the per capita consumption has decreased.

The Tea Trade is not taking advantage of its opportunities to make tea drinkers out of the rising generation.

It is an oft quoted axiom that nothing can stand still. There must be a movement either forward or backward. The tea business is moving backward. Could it be in more dire straits?

What is to be done?

We see no help except in a properly conducted nation-wide campaign.



LET'S Be Frank With Ourselves.

You may say with many others, the personnel of the Tea Trade is such they cannot be gotten together. This was mentioned to one having much experience with all classes of association work. His reply reads:—

"You will probably find individuals admitting the success of other Associations, but claiming that the tea business is so peculiar, and tea merchants so conservative and so lacking in initiative that the same success cannot come to them."

"This would be a serious retarding force if it was not humorous, for I believe every Association passes through the same period."

"Every successful Association with which I am familiar has at one time passed through a period when its members felt that they were as individuals so different that they could never get together on a common basis."

"It would be a wonderful thing for the Tea Trade if each merchant could change places with a member of, let us say, the Paint Manufacturers' Association. With that perspective he would quickly see how simple co-operative advertising would be for the tea industry, as compared with the paint manufacturers —and how much more promising of results."

Mr. Producer, Mr. Shipper, Mr. Packer, Mr. Distributor, we count on your co-operative effort to turn our present inertia into future progress.

TEA ASSOCIATION

OF THE UNITED STATES OF AMERICA, Incorporated

106 WATER STREET, NEW YORK

COFFEE CONVENTION DIGEST

(*Continued from page 739*)

STANDARDIZED COSTS

made $3,000,000 worth of sales, he turned his working capital ten times in the year.

MR. ACH: The fellow that made that report is either a genius or a damned liar. (Laughter.)

PROF. KESTER: I may say that in a few instances there were some of the cleanest reports that I have seen, an exceedingly small current liability item, so that the working capital was very large.

Resuming his report, Prof. Kester said:

"The next item is the rate or the per cent of final inventory to working capital. To explain that: Suppose that in the case cited, with $500,000 of quick assets and $200,000 of quick liabilities, a working capital of $300,000, we find that such a concern had an inventory, at the end, of $300,000. This last item of final inventory to working capital I am using to try to bring out how much of the working capital is tied up in final inventory, goods on hand at the end of the year. If a man, for instance, has a working capital in excess of quick assets over liabilities, of $300,000, and his inventory is $300,000, his entire working capital is tied up in his inventory. If he had an inventory of $400,000, and a working capital of $300,000, he had one and a third times his working capital tied up in inventory. Do I make clear just the nature of the item? These figures for the highest run 2.06; this man had twice his working capital tied up in his inventory. The lowest is .3; he had .3 of his working capital tied up in inventory. The average was 1.12. The highest profit man had .75 of his working capital tied up in inventory. Such a man had free, then, .25, a fourth of his working capital, for taking advantage of purchase discounts, purchases in the best market, and so forth. The lowest man had 1.8 of working capital. The final analysis is not related to those at all and was undertaken just to get figures in order to see the condition of collections in the trade. We have found the percentage of outstanding customers' accounts to sales. The highest is 17.9 per cent.; the lowest is 6.8 per cent.; the average is 12.3 per cent. The high profit man had outstanding 7.9 per cent.; the low profit man had outstanding 17.9 per cent."

DISCUSSION

MR. ACH: That means on the yearly sales?

PROF. KESTER: That means on the yearly sales; the outstandings as on December 31, the end of the fiscal period, were this: Now if sales are made on an average of thirty days credit, the multiplication of these figures by twelve will show you whether or not more is outstanding than the normal credit period. For instance, this man here, the high profit man, if this is a thirty-day credit man, has 8 per cent outstanding; twelve times that is 96, showing that he is just about cleaning up his collections every month, that there isn't any more outstanding than one-twelfth of his entire net sales for the year.

PRESIDENT BRAND: You notice that the man that made the most money had the smallest percentage of outstandings, less than thirty days' sales outstanding, on the average.

PROF. KESTER: That sales item is net sales.

PRESIDENT BRAND: The average of the firms reporting had about fifty days or forty-five days outstanding.

A. R. GATES (Indianapolis): I am trying to arrive at this in some other way. I want to know if we have any information as to the amount of sales of the high and low volume of business done by the high and low individuals.

PRESIDENT BRAND: The high and low profit men.

MR. GATES: Yes.

MR. ACH: You mean in dollars?

MR. GATES: Yes.

PROF. KESTER: I haven't that available. I have, however, the ratio of net profit to sales, which gives you a little inkling. The high profit man shows the relation of profits to capital invested. We analyzed also on the basis of relation of net profits to sales. We found there that the low profit man was 1.1 per cent and was the man who made the least profit based on his sales and made only 1.1 per cent. The high profit man made 7.7 per cent. This low profit man based on sales is not that low profit man based on capital. As to the volume of sales, I haven't that information.

PRESIDENT BRAND: The low profit man's result at the end of the year was only 1.1 on his capital?

PROF. KESTER: On his sales.

PRESIDENT BRAND: Do you know what his percentage of profit was on his capital?

PROF. KESTER: Four and six-tenths per cent. The man who made 7.7 per cent on his sales made 4.6 per cent on his capital. The high profit was 37 per cent.

PRESIDENT BRAND: Don you know what his percentage on sales was?

PROF. KESTER: Three and four-tenths per cent.

PRESIDENT BRAND: The man that made the highest percentage on his sales wasn't the man that made the highest percentage of profit, then.

PROF. KESTER: The average profit on capital was 18.1 per cent. The average on sales, that is net profit to sales, was 4.5 per cent. That is as far as my analysis has gone.

MR. ACH: I think, Mr. Kester, before we take this as of real value, you ought to give us some idea of the number of replies that were received.

PROF. KESTER: I stated that there were fifteen replies.

MR. ACH: I think this little bit that we have had out of statistics shows how valuable the service that Prof. Kester proposes to furnish can be made if there is a general response. It is of no value if you get a few isolated cases. I hope Mr. Kester's talk will be an argument in favor of giving more attention to the replies to these questionnaires when they come out this coming year. Right along that line I'd like to suggest that in view of the fact that we are going into a new fundamental basis of business, these figures represent 1919 in which market changes were in the main favorable to the trade. Now, I think it would be of enormous value if in the coming year—I won't say this year because the unusual has occurred this year—we could induce Prof. Kester to make a mid-report, not waiting for the next convention, shortly after the first of July when it would be very valuable, all of us pledging ourselves to take inventories and make reports up to the first of July, 1921, so that his findings can be circulated prior to the next convention. I believe he would be rendering a real service to all of us and one that will make us money. I would like to see some sort of resolution determining that we will do that very thing.

FLOYD NORWINE (St. Louis): That is one of the most interesting features of concern before this convention. It demonstrates many things that will be of value to you and to me and our business in the future. I am going to make this suggestion: That while most of us are not technical men, we nevertheless appreciate figures when they are placed in such a form as to make them easily understood. I suggest this: Since most of us have audits made once a year, let us have these blanks prepared in advance, and when our audit is made, instruct our auditor to conform in his report to the printed blank as nearly as possible. Then it will be no trouble to furnish those who are seeking this information with reliable data so that they can complete their work more rapidly and more in detail and more to our mutual advantage.

PROF. KESTER: May I make the suggestion that you have your auditor fill out that blank for us while he is doing his work.

MR. NORWINE: If he makes his report along the lines suggested in that blank, it will conform with it and there will be nothing else to it.

PROF. KESTER: The point I make is just this: This report is perhaps more condensed than a business executive will want for his own internal use.

To the Members of The Coffee and Kindred Trades . .

YULETIDE GREETINGS

That the New Year will bring you prosperity and happiness in full measure is our sincere wish.

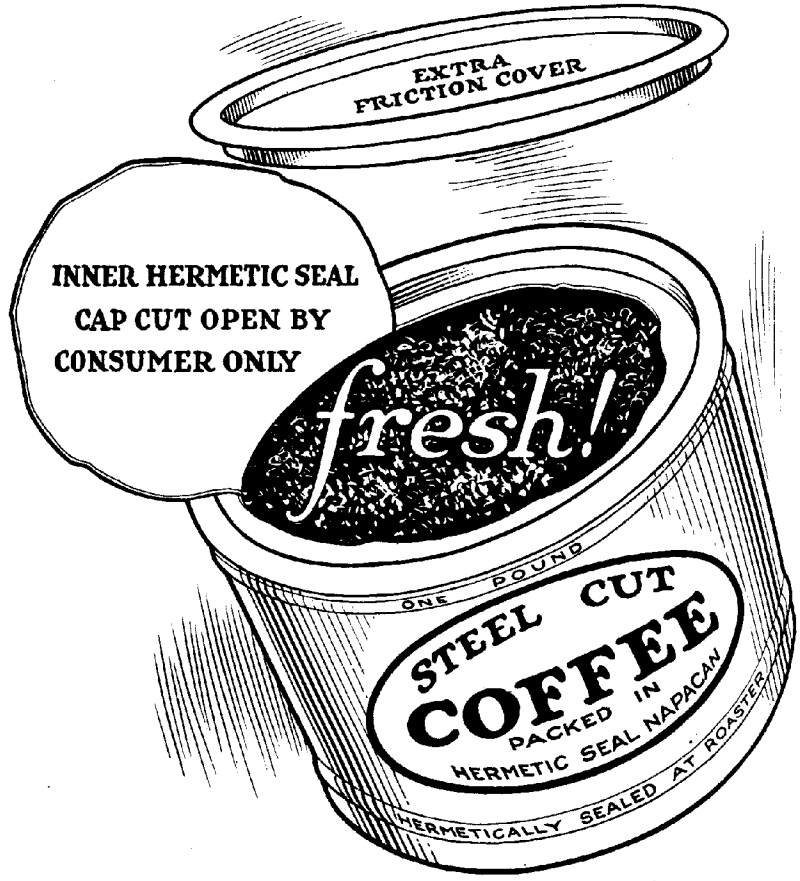
Lambert Machine Company

Marshall, Michigan, U. S. A.

Manufacturers of Coffee and Peanut Butter Machinery

EVENTUALLY!

Why Not Do It First?



HERMETIC SEAL NAPACAN

The container that keeps steel cut coffee "fresh" from the roaster until used up in consumer home without the aid of a "fruit jar."

Better than tin containers. Changes in atmospheric temperature make tin sweat. This mea moist air inside the coffee. Oil exuding from the coffee sticks to the surface and is driven ba into the coffee. Result coffee becomes both stale and rancid.

Neither of these things happen with the Napacan. Tin cans are usually not tight in seam joints unless soldered. Napacan has no seam in body of can and cap joints are absolutely tight.

Napacans are worth more than tins but actually priced lower. Compared to vacuum tins abo 50% less in cost, but equal to Vacuum Tins in talking points and in results for average commerci period between roaster and consumer.

You get **"Value Received"** in the price you pay for Napacans. Retailers and consumers get th same in your coffee packed in Napacans. Viewed from all angles the Hermetic Seal Napacan the only coffee package that scores 100%. Samples and prices on request.

NATIONAL PAPER CAN CO.

576-598 Clinton Street **Milwaukee, Wis.**

Western Grocer Mills

IMPORTERS-ROASTERS-MANUFACTURERS-GROWERS-CANNERS

L. W. McCREERY, Manager

MARSHALTOWN, IOWA, NOV. 29, 1920

Gibson Commercial Co.,
Salt Lake City, Utah. Attention Mr. Evans.

Gentlemen:—

We appreciate very much the courtesy of your letter of Nov. 26th, telling us that you are roasting your own coffee and that you are using the Napacan package. Naturally you would not be interested in the handling of our Chocolate Cream Coffee.

We have become quite enthusiastic over this Napacan Package. We have used this a little over a year now for our Chocolate Cream Coffee, and our sales have developed nearly 1,000,000 a year over what we used to have when we packed our coffee in the all-tin package. We are convinced that our steel-cut coffee keeps better in the Napacan Package than in the tin package, but the big advantage as we see it, is the selling ideas that it contains. We now talk our Chocolate Cream Coffee as being canned just as a can of tomatoes or a can of corn is produced and we hope to open up a number of outside jobbing points this coming year.

Yours very truly,
WESTERN GROCER MILLS,
By S. B. SIEG,
Sales Manager.

SBS:M

From One Napacan Customer to Another

On December 1st we found in our mail a carbon copy of letter reproduced above. Evidently Mr. S. B. Sieg, the genial Sales Manager of the Western Grocer Mills, merely sent this to us as evidence of his good will and general satisfaction at the great increase in sales of their Chocolate Cream brand of coffee that the Napacan has brought about.

During recent weeks we have heard in different quarters a great deal about a slump in the coffee business. There has been no such slump, however, as relates to Chocolate Cream Coffee in Hermetic Seal Napacans, as their business has been constantly increasing. At the present time the number of cars per week we are shipping the Western Grocer Mills on their standing order makes an aggregate of several millions per year and by next spring we do not doubt even this big volume will be still further increased. The combination of as fine a blend of coffee as Chocolate Cream plus the Hermetic Seal Napacan which delivers all the original flavor, plus the efficient efforts of Mr. Sieg's army of salesmen, simply can't be beat.

As the Napacan has been the main point featured both in selling and advertising since its adoption, the great increase in Chocolate Cream sales can be justly attributed to the Napacan. We are naturally proud of this record and the further fact that notwithstanding the great quantity of cans the Western Grocer Mills have had from us, and, until recently all the troubles paper can manufacturers have had as relates to raw materials, never once have we fallen down in shipments or deliveries to the Western Grocer Mills or any of our other customers.

Our address is
NATIONAL PAPER CAN COMPANY 576-598 Clinton Street
Milwaukee

MR. NORWINE: I want to state to you that I was one of the fifteen that made out those reports. It was easy because our auditor seemed to have used a form very similar to yours, consequently it was not much trouble for me to fill in your blank with my figures. As a result it was out of the office two days after it was received.

J. W. REILY (New Orleans): I want to make an amendment to Mr. Norwine's suggestion. Last year was an abnormal year and this year is also going to be an abnormal year. The two taken together might give a fair average.

PRESIDENT BRAND: That wouldn't affect it at all. What we want is to get a basis of comparison so that you gentlemen finally, in seeing these reports, can see what your results are compared to the most efficient men in the trade and the average men in the trade. It wouldn't make any difference as to the character of the year.

MR. REILY: What I want to point out is that this man might have been selling during the year entirely with an advancing market.

PRESIDENT BRAND: Absolutely not; he was the man that made the most money.

MR. REILY: If he had a favorable market he could.

PRESIDENT BRAND: All these men had a rising market to work on. This man had less stock than anybody.

MR. ACH: You know they had a rising market to work on, but they may have been bears last year. A man who is going with the market and carrying a full stock certainly had the advantage of a man who was fighting the market.

PRESIDENT BRAND: This man had the smallest stock and made the most money; he had the most turnover.

MR. GATES: That is why it is very desirable to know what his volume was.

MR. ACH: Even that isn't conclusive because he may have been a big borrower. A man who turns his working capital over twelve times must be a big borrower.

MR. REILY: I suggest that while he is going over the figures this year it will be very easy for an accountant to get last year's figures at the same time, audit the same books, make up a return for 1919 and one for 1920. It will give a very satisfactory return.

JOHN WITHERSPOON (Fort Smith, Ark.): I want to say that if any of us are going to do this, more of us ought to do it, and I would like to have those that are willing to make these reports, so that I will know whether to continue making mine, signify their willingness.

PRESIDENT BRAND: You gentlemen that are here can appreciate just what this is going to mean to you and to the industry. It is going to make better business men out of all of us. How many of you that are here will absolutely pledge yourselves to turn in these report for 1919 and 1920?

(About 48 stood up.)

If we can get 48 and some more from the trade and get a report of 25 per cent. it will give us a splendid comparison—a good comparative result for all of us.

MR. ACH: I really think the suggestion I made is the best thing that has been offered this morning: That we should take our inventories on the first of July and not wait a full year.

PRESIDENT BRAND: That is splendid; as far as we are concerned, we take inventories twice a year.

T. W. JAMISON (Roanoke, Va.): I would like to say a word on this subject.

PRESIDENT BRAND: I might say that Mr. Jamison gave us a great deal of help in this matter. He was the Chairman of the Cost Research Committee and he plugged along in this thing and has been instrumental in bringing it to this successful result. A great deal of credit is due him and I want to here acknowledge it.

MR. JAMISON: So far as I know, this matter was started at my suggestion because I have been accustomed to doing a wholesale grocer business and have been accustomed to those figures in the wholesale grocer business for years. I want to say this to you: That in my early days when I operated with less capital—haven't much now, understand—when I was buyer for the grocery department, I turned my capital thirteen times. I can appreciate that fellow who turned his thirteen times. I was forced to do that because I couldn't carry much stock so I had to buy and keep it moving. If some of you will go back to that system, you will find that you will make more money. Don't carry so much dead stock, but keep that capital turning over and over and over. That is the only way to make money. If you take the wholesale grocery business now as an example, you see we are only turning our stock about seven times. We have fallen from grace, we are carrying too much goods and I can't get my buyers to quit it. When the market goes down you lose money. I believe the man who will make the most money in the mercantile business is the man who carries a moderate stock and gets a quick turnover. He pays less interest, he has less insurance, and he has less dead stock. Therefore, it is absolutely necessary to turn your stock rapidly if you are going to make money.

If this system is going to be effective and useful to you, 100 per cent of you should send in reports. If you don't do that, you will get the information that you should have in an incomplete form. Prof. Kester cannot give you the information unless you give him the data to work from.

MR. WITHERSPOON: Why not take inventory twice a year?

MR. ACH: The thing I was trying to bring out was that figures should be available for Mr. Kester at the earliest possible moment based on a comparatively normal business. Presumably, we are going into a normal period. That was the idea. A man's figures certainly were affected favorably or adversely according to the course of the market. Presumably and hopefully we are going to see no such radical fluctuations as in 1919 and 1920.

Prof. Kester resumed his talk:

"I want to make these suggestions: First, that you gentlemen do work just as soon as possible, I would suggest beginning January 1, 1920, on a uniform accounting system, the skeleton outline of which is this report form. This gives you or any business man the least information which he ought to have concerning his balance sheet. For the larger concerns that desire for management purposes more information, make the sub or split accounts in such fashion that they can be regrouped into these account titles. For instance, we have a title account, equipment less depreciative reserve. Most of you will want that split up into land, buildings, roasting department fixtures, other kinds of fixtures, delivery equipment, with depreciation reserves for all of them. Split it up as much as you desire, but bear in mind these general heads so that we will know, when the report comes, what is under each of these heads. Similarly, with your profit and loss statement there is a large lack of uniformity; for instance in the matter of handling outward freights, freight on sales made, some of you deduct those from gross sales to find net sales. Others of you include them as a selling expense. Now we must have uniformity there else our basis, the net sales figure, is not the same in all respects.

"Again, some of you treat your sales discount as a deduction from gross sales; others of you treat it as a general administrative expense. Provision is made on the form for treating it as a financial management expense. It is just in points like that where uniformity is so essential.

"After you close your books on December 31, or after your next closing period, if instead of following your old schedule of accounts which you have been accustomed to, you adjust your books to this new schedule of accounts, it will then be a very simple matter to make your reports on this, and I am sure this will give you more valuable information than has your old method. I appreciate that it will take some time to get adjusted if you have been accustomed to a certain account; it will take you

Holding an Annual Convention isn't the biggest job
of the National Coffee Roasters Association

The Convention sums up the work of the past year and lays out the work for the year ahead. But the big job is to

GET THAT WORK DONE

The officers cannot do it all. The help of members in the shape of interest, enthusiasm and support is needed. Cooperation of the local and branch Associations is essential.

Every Coffee Roaster should become affiliated with the nearest local or branch association. It is the purpose of the National Association to work very closely with these branches during the next year. Here are some of the important subjects that will be discussed at early meetings of local Associations:

Mileage for travelling salesmen at special rates.
Methods of pricing inventories.
Costs of conducting the coffee business.
Reporting monthly on percentage of outstanding accounts.
Cancellation of orders.
Delivered prices vs. F.O.B. prices.
Guaranteeing prices against decline.
Securing monthly figures of the invisible supply of coffee.

The National Association will supply officers of local Associations in advance of meetings with all information it has on each subject.

Attend the meetings of your branch association, and thus help in forming the policies of the National Association.

NATIONAL COFFEE ROASTERS ASSOCIATION

Carl W. Brand, *President* Felix Coste, *Manager*

74 Wall Street, New York

some time to make that adjustment in your mental outlook, but it will be worth the effort and will make information of this sort available and of real value to you.

Costs and Falling Prices

"I had here something that I thought you might be interested in. The question of the relation of falling prices or of fluctuating prices to cost per cent. is, of course, vital at the present time. The per cents based on coffee sales at 50c. a pound will not be applicable if the price drops to 30c. a pound or 25c a pound, so costs on 20c a pound will not be applicable if the fluctuation goes up to 40c a pound. You appreciate that, I am sure, more than I do. There is no help for that excepting this: We accountants who are rubbing elbows with different kinds of business find that in such a period as we are passing through now an effort is made on the part of a great many to have a monthly closing of the books so they can keep their fingers right on the pulse of the business. I appreciate that that may not be possible for some of you. I am just offering it as a suggestion. Again, it is possible, if you men can furnish us with the information, to base these costs on cents per pound instead of per cent. to net sales. That is more reliable and a better guide than on a sale price. It costs you pretty nearly as much to sell a 20c pound of coffee as it does a 50c pound of coffee, and yet if it is an 8 per cent. cost of selling that you have, your 8 per cent. on your 20c pound gives you 1.6c, while your 8 per cent. on your 50c pound gives you 4c, which, of course, is not true. It doesn't cost you 4c to sell a 50c pound, and it doesn't cost you 1.6c to sell a 20c pound of coffee.

"The information that we will need, if it seems desirable to you—I am just dropping these suggestions—will be the pounds in your opening inventory, the pounds in your purchases and the pounds in your closing inventory. The difference, then, will give us the pounds of coffee sold—a very simple method and expedient method of getting us that information.

Excess Profits Tax

"I don't know that the question of taxation is bearing as heavily upon you people as on some others. I presume it is. Some of the trade associations are reducing their excess profits taxes to a per cent. or price per unit of product. For instance, the brick manufacturers have found that their excess profits compels them to sell each thousand of brick so many cents higher than were they not burdened with that excess tax. Information of that sort is very valuable as a club to be used over legislators at the time of a tax law change, which undoubtedly is coming within the next twelve months. If that is worth anything, and if you care to give the information, we would be glad to compile the statistics for you, making it possible, if you have a legislative committee, to furnish that committee with ammunition.

"Two or three things were noted in the reports. One was the correct basis for the items which go into your balance sheet. In a few instances, it was noted that the appreciation based on a re-appraisal of fixed assets was taken into your reports. Supposing you have a building or a plant that, according to your books, actually cost at the time it was built, let us say, $100,000. Due to changes in price levels of building commodities and real estate and all the other elements that enter into the plant, and in order to protect yourself in your insurance to be carried, you called in an appraisal company that pushes up that valuation to $150,000. You decide that you will bring that $150,000 on to your books because your plant is worth that. Manifestly, it means a book profit of $50,000. Certainly you won't fool yourself by throwing that profit into the current year's P and L before arriving at your net profit. The item must be booked as a credit to the surplus account, and not to the account of P and L. Don't be over-confident that you can persuade the government that that additional $50,000 which you have brought on to your books will be allowed as an item or increase to your invested capital for income tax purposes. They will throw it out every time, and not even if the tax inspector is alert will he allow a percentage of depreciation based on the $150,000 rate. The only value that that new figure gives you is to give you a basis for a fire loss claim in case you are unfortunate enough to have a fire loss.

How to Inventory Merchandise

"Furthermore, with regard to merchandise inventory valuations, we accountants say, value your inventory at cost or market, whichever is the lower. That is safe and conservative. It is not, however, desirable from the standpoint of comparative statistics. If you figure that $100,000 stock of merchandise at cost now is worth $80,000 because the market has dropped, and you bring that $80,000 over from the current year into the next year, you are forcing on to the current year a $20,000 loss in inventory valuation which the current year has no right to stand. I say it has no right, I mean it has no equitable right to stand it. That is a loss brought about not through operating a normal business, but by a fluctuation in market over which you have no control. Furthermore, you are easing up on your new period in that you are charging up against your new period only $80,000 cost of merchandise, whereas the real cost was $100,000. It presents a situation that is a little difficult to handle from an accounting standpoint. The best method, however, is for the formal operating profit, net operating profit—you know what I mean by that, I think—to carry merchandise at cost figure. Then charge as an extra cost before, arriving at your net profit—your final net profit as distinguished from your net operating profit—the shrinkage in inventory values; then we will have a true basis on which to estimate these figures clear down to the point of net operating profit.

"The rest, the extraordinary profits and losses due to violent fluctuations, due to unusual losses such as fire losses not covered by insurance, will all be segregated and will not be made to influence in any regard those statistics there which are only valuable if they represent figures compiled on the same basis. That will not affect the income tax report. Your income taxes are on net income and you will get that figure."

HARD & RAND

Importers and Jobbers of Coffee

Head Office:
107 Wall St., New York City

Branch City Sales Office:
202 Franklin St., New York City

FOREIGN BRANCHES:

Rio de Janeiro, Brazil
Santos, Brazil
Sao Paulo, Brazil
Victoria, Brazil
Batavia, Java
Cordoba, Mexico
Guatemala City, Guatemala
London, England
Venezuela

DOMESTIC BRANCHES:

Chicago, Illinois
St. Louis, Missouri
New Orleans, Louisiana
San Francisco, Cal.

Correspondents in all other principal markets

UNFAIR TRADE PRACTICES

The Principal Business Methods Which the Federal Trade Commission Has Condemned

By William B. Colver
Former Member of the Federal Trade Commission

"FAIR practices are the normal; unfair practices are the abnormal, and they are symptoms of a business disease or disorder," said William B. Colver, former member of the Federal Trade Commission, as an introductory to his talk on unfair trade practices. At the outset he made it clear that he was speaking only as a private citizen, and "in no sense as assuming to interpret the actions or purpose of the Federal Trade Commission."

Mr. Colver first traced the development of the law on unfair competition and monopoly from the beginning of English law, and then gave some of the principal unfair trade practices that have been passed upon by the Commission, classifying them in this way:

"Misbranding of articles as regards the materials or ingredients of which they are composed, their quality or their origin or source.

"Adulteration of various products, misrepresenting them as pure or selling them under such names and circumstances that the purchaser would be misled into believing them to be pure.

"Bribery of buyers or other employees of customers, with money, valuable presents, etc., to secure new customers or induce continuation of patronage. . . . A variation of this practice is found in the practice sometimes indulged in of bribing an employee of a customer to introduce foreign substances into the product of a competitor, spoiling its usefulness and thus procuring the business of the concern.

"The payment of bonuses by manufacturers to the salesmen of jobbers and retailers, with or without the knowledge of their employers, to procure their special services to push the goods of the manufacturer is also condemned. . . . Akin to this practice is that of making very large contributions of money to conventions or associations of customers. . . .

"Procuring the business or trade secrets of competitors by espionage on their plants, by bribing their employees, or by similar means.

"Procuring breach of competitors' contracts for the sale of commodities, by misrepresentation or by other means.

"Enticing away of valuable employees of competitors in such numbers as to disorganize, hamper or embarrass them in business.

"Making of false or disparaging statements respecting competitor's products, his business, financial credit, etc.

"False or misleading advertising. There are obviously many varieties of this practice. A few of the statements condemned have been those respecting prices at which goods are sold, methods employed in the advertiser's business, which, if true, would give it advantages over competitors in the matter of prices; misrepresentation that goods are sold at cost; false claims to Government endorsements of products; and advertising special cut-price sales at which goods are sold at the usual or ordinary prices.

"Widespread threats to the trade of suits or patent infringement for selling or using alleged infringing products of competitors, such threats not being made in good faith but for the purpose of intimidating the trade. False claims to patents or misrepresenting the scope of patents.

"A further unfair practice of patentees has been the making of vague and indefinite threats of infringement suits against the trade generally, the threats being couched in such general language as not to convey a clear idea of the rights alleged to be infringed but nevertheless causing uneasiness and fear in the trade.

"Tampering with and misadjusting the machines sold by competitors for the purpose of discrediting them with purchasers.

"Trade boycotts or combinations of traders to prevent certain wholesale or retail dealers or certain classes of such dealers from procuring goods through the usual channels.

"Passing off of the products of one manufacturer for those of another by imitation of product, dress of goods, or by simulation of advertising or of corporate or trade names.

"Misrepresenting the materials of which competitors products are composed, and the financial standing of competitors; preventing competitors from procuring advertising space in newspapers or periodicals by misrepresentation respecting their financial standing or other misrepresentation calculated to prejudice the advertising medium against them.

"Misrepresentation in the sale of the stock of corporations.

"Sale of rebuilt articles of various descriptions—for example, rebuilt automobile tires, and of old motion picture films slightly changed and renamed—as and for new products.

"Harassing competitors by fake requests for estimates on bills of goods, for catalogs, etc.

"Giving away of goods in large quantities to hamper and embarrass small competitors.

"Sales of goods at or below cost to accomplish the same result.

"Sales of goods at or below cost, as "leaders," coupled with statements misleading the public into the belief that they were sold at a profit by reason of the sellers superior facilities for manufacturing, purchasing, etc.

"Bidding up the prices of raw materials to a point where the business is unprofitable for the purpose of driving out financially weaker competitors.

"Loaning, selling at cost, or leasing to dealers at nominal considerations, storage and merchandising outfits such as pumps and tanks for gasoline and coffee-urns for coffee, on the condition that they be used only in the distribution of the products of the manufacturer. . . .

"There is the use by monopolistic concerns of concealed subsidiaries for the carrying on of their

1921

HEALTH–HAPPINESS–SUCCESS

C. A. MACKEY

IMPORTER and JOBBER

COFFEE

110 FRONT STREET NEW YORK

Member New York Coffee and Sugar Exchange

business, such concerns being held out as not connected with the controlling company.

"Intentional appropriation or converting to one's own use of raw materials of competitors by diverting shipments, etc.

"Giving and offering to give premiums of unequal value, the particular premium received to be determined by lot or chance, thus in effect setting up a lottery.

"Any and all schemes for compelling wholesalers and retailers to maintain resale prices on products fixed by the manufacturer. The Commission is seeking, with the sportsmanlike aid of the Beech-Nut people, to have this question settled by the United States Supreme Court in a test case. Meanwhile the Commission has urged upon Congress a law that will recognize and protect with proper safeguards, the good-will property right which a maker of identified goods may have after he has parted title to the goods themselves.

"Combinations of competitors to enhance prices, maintain prices, bring about substantial uniformity in prices, or to divide territory or allot customers.

"In addition to the practices already enumerated, there have been cases where a number of practices associated together were condemned because of their combined effect unduly to restrict competitive opportunity and where it could not be said probably that any single practice standing alone would have been condemned. A clear idea of these can probably only be had by reading the findings and orders of the Commission in the particular cases.

THE COMMISSION'S POWER TESTED

"Though the Commission was organized in the spring of 1915, only one decision of the Supreme Court of the United States has thus far been had interpreting the provisions of Section 5 of the Commission's organic act. This decision actually determined only a point of pleading, that is, the Court held that the Commission had not pleaded that the particular practice had a dangerous tendency actually to restrict competition. It appears from the opinion, however, that the Court is inclined to establish two classes of practices as being in violation of the Act. First: those practises which have heretofore been regarded as opposed to good morals because characterized by deception, bad faith, fraud or oppression; and, second: practises regarded as against public policy because of their dangerous tendency unduly to hinder competition or create monopoly.

"Apparently, if a practice has this dangerous tendency it will be regarded by the Court as in violation of the Act, even though not heretofore declared to be an unfair method of competition.

"By far the greater part of the practises thus far condemned by the Commission fall within the first class described by the Court. Some of them depend for their unfairness, however, on their tendency unduly to hinder competition. Whether such a practice has this tendency depends on the proof in the particular case."

The remainder of Mr. Colver's address was devoted to amplifying his remarks in the foregoing about retail price maintenance and guaranteed prices, and a discussion of stock-selling and the Federal taxation system. In regard to the latter he reiterated the thought he expressed at last year's N. C. R. A. convention, that the excess profits tax should be repealed. He also pointed out graphically that the maintenance of the Army and Navy comprised 93 per cent of the Government's annual expenses, and could well be done away with.

THE COFFEE CLUB

Why Every Member of the Roasting and Distributing Trade Should Join the Movement

BY W. B. OKIE

Merchandising Expert, N. W. Ayer & Son

"WE have in The Coffee Club an idea that will link every factor in all the coffee world to our one big purpose—the consumption of more coffee. The Coffee Club is the unifying idea that should bring the roaster, the wholesale distributor, the salesman, the retailer and the coffee maker in the kitchen, the American housewife to this one great purpose, better coffee making and thus more coffee drinking." Thus spoke W. B. Okie, merchandising expert of the N. W. Ayer & Son, Philadelphia, on the subject of "The Coffee Club."

Mr. Okie led up to his subject by telling of the advertising now running in newspapers and magazines, which was also described in the report by Chairman Ross W. Weir, published on another page of this issue. Samples of the advertisements were shown to convention visitors in souvenir portfolios. Summing up, Mr. Okie said:

"As to the goodness of this campaign, copy, illustrations, media and the ideas back of it, I think it will speak for itself. But there is one phase of our work that can be made one of the biggest factors by an earnest effort on the part of every coffee distributor and that is the job of merchandising this advertising to every part of the trade. By merchandising, I mean a personal campaign that will keep the wholesaler and retailer alive to the size of the campaign and what we are trying to accomplish.

"I think it can be said that no idea, no matter how good it is, will ever produce in the measure of its own goodness. An advertising campaign is no exception. It will not produce to the full limit of its goodness unless an impression is made upon the thousands of distributors that handle the product and causes them to tie up with the advertising by featuring the thing that is advertised, and that impression to a large extent will only come as a result of personal work.

"Making a large advertising appropriation, preparing wonderful copy, employing the finest artist to paint the most appropriate picture to illustrate that copy, carefully typesetting the advertising message by the most experienced and best qualified typographers, and then losing sight of

1920 - 1921

We hope that every member of the
Tea and Coffee trades will experience

A MERRY CHRISTMAS

and that during 1921 you may
realize your highest aims

THE ADOLPH KRAUT CO.

Importers and Manufacturers of Coffee and Tea Packages
150 CHAMBERS STREET NEW YORK

WHEN ALL ADVERTISERS demand their money's worth, all publications will provide circulation reports verified by the Audit Bureau of Circulations.

It is one of the mysteries of the advertising world that while all manufacturers demand verification of weight and quality in the material purchased, some of them still buy advertising space without knowing what they are paying for.

Such advertisers, however, are now exceptional. Most of them demand verified A. B. C. circulation statements before placing contracts.

In the case of THE TEA AND COFFEE TRADE JOURNAL the demand is immediately met. This publication is a member of the Audit Bureau of Circulations.

the need to merchandise it to the trade, might be likened to a motorist who in his efforts to get the maximum power out of his machine gives all his attention to the motor, but forgets to grease his transmission.

"In any advertising campaign conducted by one institution both the sales and advertising efforts are usually co-ordinated and if the campaign is properly handled the salesman receives as much schooling in his company's advertising as he does in the product itself."

TIE-ING SALES AND ADVERTISING

Here Mr. Okie described how some leading manufacturers tie-up sales and advertising, and then told how those methods could be applied to the coffee trade campaign:

"While our advertising is co-ordinated, the amount of support we may expect from the coffee salesman must necessarily rest with the individual members.

"When we consider that the coffee interests back of this advertising employ in the neighborhood of 6,000 salesmen, who by nature of their line are very close to their trade—men who know their customers by their first names, perhaps their wives, and even their children—it is not difficult to imagine how great an impression could be made on the trade if all of these salesmen were to carry a new line—Coffee Advertising.

"Now if we have established the fact that this work should and can be done and that we have the machinery in the shape of some 6,000 salesmen, the next step to consider is ways and means of getting that machinery in motion and keeping it in motion.

"The answer, I believe, is to make this work one of the big functions of this Coffee Club.

"We have in The Coffee Club an idea that will link every factor in all the coffee world to our one big purpose—the consumption of more coffee. The Coffee Club is the unifying idea that should bring the roaster, the wholesale distributor, the salesman, the retailer, and the coffee maker in the kitchen—the American housewife—to this one great purpose, better coffee making, and thus more coffee drinking.

"With such a broad purpose behind this organization doesn't it behoove every man in this room to back this club with every ounce of his influence?

"Every man here should be a member and consider it his duty to properly explain The Coffee Club to his salesmen so that these salesmen may act as a membership committee to induce all worthy retailers to become a part of this movement by joining The Coffee Club.

"Perhaps the simplest and quickest way of acquiring your respective sales forces with the aim and purpose of this organization would be for you to pass on to your men extracts from The Coffee Club announcement, recently released by your Committee, with the idea that your salesmen gather in as many members among their retail customers as possible."

Next Mr. Okie reminded the delegates of the Club's cup and saucer symbol, of the window transparencies, and of the monthly news sheet. In connection with the last-named he said that indications point to a 50,000 circulation shortly. He also said that possibly some part of the bulletin might be allotted to printing individual firm's weekly write-ups to salesmen.

"In conclusion, gentlemen, your Committee and your advertising agency are confident that money spent in coffee publicity can be made to pay extra dividends if you will give your support to a closer 'tie-up' between your sales work and your joint co-operative advertising campaign."

BRAZIL APPROVES COFFEE ADS

Better Brewing Campaign Receives Endorsement—Roasters Are Told to Expect Higher Prices

By TH. LANGGAARD DE MENEZES
Representative of the Sociedade Promotora da Defesa do Café of Brazil

AFTER paying graceful compliment to American business men and methods, with special stress being laid upon the coffee-roasting trade, Th. Langgaard de Menezes, representative of the Sociedade Promotora da Defesa do Café of Brazil in the United States, told the convention that the "Sociedade highly approves the present method of 'consumer education' by means of the coffee advertising campaign." He explained:

TH. LANGGAARD DE MENEZES

"When I came here from Brazil it almost gave me a shock to find so many different and diverse opinions about coffee, how to make coffee and how to drink coffee. In Brazil we all think the same way. Everybody likes coffee, everybody drinks it, everybody thinks coffee is good for him and everybody makes coffee the same way. We roast it almost black, grind it to a powder, put it in a cloth bag and pour boiling water through. It did not take me long, however, to understand this difference of opinion in your country. Differences in climate, differences in race and differences in ways of living have made the coffee problem here a very complicated one. Some parts of the country like a dark roast, others a medium roast, others a light roast. As regards methods of brewing—it seems as if almost every housewife has a way of her own, and worst of all, each one thinks her own way is the best and only way. If this campaign of education about coffee making had been in the hands of a Brazilian he probably would have said right off, 'There is only one best way to make coffee; let's teach them that way.'

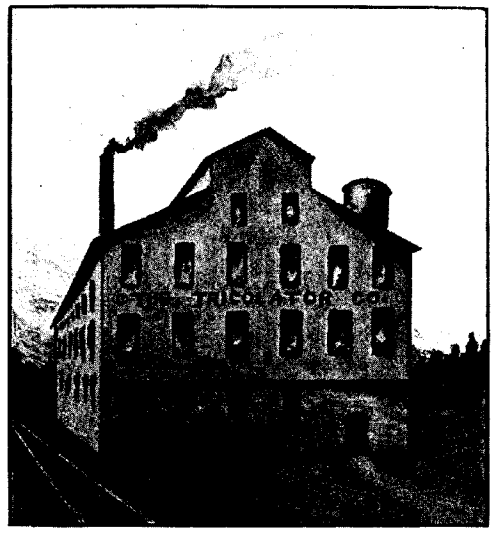
"I have been in the United States long enough

REMOVAL NOTICE

THE TRICOLATOR COMPANY ANNOUNCES: that all orders on file will be shipped by February 1st from their new factory just completed at Tatamy, Pa., where the additional capacity will take care of several times the present output.

The head office will be moved from Chicago to 99 Water Street, New York City.

TRICOLATORS having stood the test of coffee men everywhere and conceded by National Coffee Roasters as the only perfect device, have figured in the educational campaigns of one hundred and fifty-three coffee roasting houses in the United States.



New Building at Tatamy, Pa.

One of these National Coffee distributers—Young & Griffin Coffee Company, New York City—with whose activities we are familiar, succeeded in increasing their Franco-American (high-grade) coffee sales by over 4,000,000 pounds in one year, just by placing their silent salesman—Mr. Tricolator—in retailers' HOMES—where *every* complaint was proven a mistake—and dealers informed their clerks, "Mrs. Jones was wrong; our coffee is the finest we ever had."

You know this, Mr. National Coffee Roaster. Why do you delay giving retailers this knowledge? TRICOLATORS TELL THE TRUTH ABOUT YOUR COFFEE.

As the use of Tricolators increased fifty-fold this last year, and having been six to nine months behind on our orders, we can only promise to fill them consecutively as received; therefore we ask all those seriously interested in the movement of the N. C. R. A. for BETTER COFFEE MAKING to write for our information on this subject—for Homes, Hotels, Restaurants, Institutions and all coffee service.

THE TRICOLATOR COMPANY

99 WATER STREET :: :: :: :: NEW YORK

to know that you cannot do things that way here. The people have to be led. They will not be driven. You have to reason with them; you have to show them why.

"When Mr. Coste and Mr. Ames consulted with me about their latest series of advertisements, I saw at once why it would be unwise to make this advertising dogmatic and intolerant. You have seen the advertisements and you know that they approach the task of educating coffee drinkers in a very conciliatory way. Although I am convinced, and I believe most of you are convinced, that coffee should never be allowed to boil, I realize that more than half the housewives still boil their coffee. Wouldn't it be foolish for the Sociedade to insist that we tell the housewife in our advertising that the Brazilian way is the only right way to brew coffee? The housewife probably would say 'maybe it is the right way in Brazil, but our way is good enough for us. It has been the way of our mothers and our grandmothers, and we are going to stick to it.'

"No, you cannot drive people that way. You have to persuade them. That is why the Sociedade highly approves the present method of consumer education. We know that the best way to increase the consumption and sale of coffee is to teach people to make better coffee, but we realize that it must be done gradually.

HOW TO INCREASE CONSUMPTION

"Your people already drink nearly 13 pounds of coffee per capita a year. That is about a cup and a half a day for every man, woman and child. Some might say it will be difficult to persuade people to drink more coffee than this, but I say that if the average American drinks a cup and a half a day of such coffee as the average restaurant serves and the average housewife makes, he should drink at least three cups a day when we have succeeded in teaching restaurants and housewives to make coffee the right way and to serve coffee that will contain the true delicious flavor of the coffee bean.

"And now a word about Brazil:

"The productive capacity of coffee plantations in Brazil is now much smaller than before, due to the heavy frost experienced in 1918.

"Another factor that has had its influence is the high cost of living and the shortage of labor. The only remedy to re-establish the production in the Sao Paulo District to the average as shown before the frost, would be new plantations in undeveloped lands, that is, in the district of the Sorocabana railway or the Norceste Railway on the way to the State of Matto-Grosso. This, however, is impossible as we have no laborers to do the necessary work. The price of labor today is twice as much as it was five years ago, and is so difficult to obtain that there is a regular auction in Brazil to secure whatever labor possible, and this causes a tremendous instability of land labor. Due to the difficulties created, at first by the war, and next by the low rate of exchange, the railroads to the interior are giving a very poor service to the districts mentioned above, and while the laborers would probably be willing to work, the transportation is so bad, that it is difficult to induce them to go to the interior.

"The coffee crop of Sao Paulo for this year will not exceed 8,500,00 bags and for the crop of 1921-1922 will not be more than 7,000,00. The trees that have flourished are the new ones which were damaged by frost and their production will not exceed two thirds of the old ones. In addition to this, the weather was very bad with very insistent cold winds during August and September. As you know these cold winds have a very bad effect on the growth of coffee. Even if the trees could resist the influence of the bad weather, the production would not exceed the figures indicated above. The future outlook therefore continues to be for a shortage of stocks, if consumption will continue in the same proportion as the past two years.

"Any decrease in the buying of the article in some European countries, which is doubtful, would be compensated by Central European countries in the Santos market, which we think is promising. Italy is today becoming a consumer of coffee in the territories which were given her, and this will enlarge her activities in the Balkan Peninsula. As everyone knows coffee is a commercial monopoly in Italy, and that country desires to regain the influence of Trieste which formerly was the central district for the distribution of coffee for the Adriatic Orient.

"If prohibition has helped coffee it is because of the advertising which was prepared before it, as we had opened the way for coffee just as a snow plow opens the way of a railway. Tea did not profit by prohibition as no advertising was ready on this article before prohibition."

A MESSAGE FROM BRAZIL

Brazil's Coffee Trade Troubles, and What the Recent Slump in Output and Prices Means to the United States

By SEBASTIAO SAMPAIO

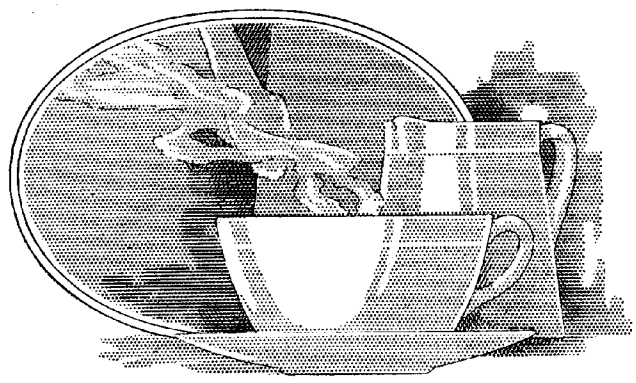
Commercial Attaché to the Brazilian Embassy

EVERY good Brazilian is directly a coffee business man, said Sebastaio Sampaio, commercial attaché to the Brazilian embassy at Washington, and because coffee represents sixty per cent of Brazil's trade "we think that all of our people are members of your great National Coffee Roasters' Association, a part of your convention." In the first part of his paper Mr. Sampaio gave a brief reference to the development of his country, saying among other things that Brazil's coffee production had increased in the past century from 300,000 bags to 16,000,000, and that of the latter amount the state of Sao Paulo produces 80 per cent.

"I have attempted to address you representing the Brazilian embassy and consequently the Brazilian government at your meeting. Now I go into the plain details of my subject. I agree with the report of your President; I agree with every one of the opinions which I heard here yesterday and today; with the impressions and the feelings I found last week when for ten days I stood at the coffee market personally in New York. We have the same opinion both in Bra-

Stale Coffee

The Hoodoo of the Coffee Club



HELP THE CLUB BY USING
TIN FOIL PACKAGES
THEY KEEP
COFFEE
FRESHER
THAN ANY OTHER
CONTAINER

THOMAS M ROYAL & CO
BRYN MAWR PA

zil and in the United States. All the coffee markets in the world are thinking the same. We realize that the situation is grave, is serious, there and here—everywhere. You tell of your great losses since the coffee prices went down. I inform you, gentlemen, that in the first sixty days of dropping prices the coffee farms of Sao Paulo alone lost more than $25,000,000 at the present rate of exchange in Brazilian money. Of course, we agree that nobody expected such a crisis, such a situation after the second valorization so successfully and carefully guarded by the state of Sao Paulo. After the widening of transportation facilities, the opening of new markets, the reopening of the Central Empire markets, there was a great increase in the world consumption, likewise after the dry law in the United States went into effect, and nobody expected such a situation as exists today. We all agree, I am sure, that the reserve stocks, the visible supplies, are not sufficient to meet all the present consumption. Just because there is something today in existence which antagonizes everything and everybody, the coffee industry must be like all the other industries of the world that were affected by the world financial conditions of today. There is an acute financial situation in Brazil today just as everywhere else; there is nobody to market the crops but the fathers, there is no capital, no money, which is so necessary to farming.

"Think about the farmer in the United States and his banking facilities. Think about our lack of banking facilities in Brazil.

Brazil Coffee Trade Troubles

"Go with me to the Brazilian coffee farms . . . . The Brazilian farmer is exactly like the American farmer. He is just human like the American farmer is human. The Brazilian farmer has a need of money very much more than your American farmer. The Brazilian farmer has the same increase in prices of everything that he must buy. The Brazilian farmer made his last production at very high prices. The Brazilian farmer has a shortage of labor almost as big as yours. In the first six months of each crop he sends all the crop to Santos. Why? Because he needs money. If we find a good way, in Brazil, for the farmer to be able to send a normal amount of coffee to Santos all during the twelve months of the year, we will divide it up and then we will not have to send so great an amount in the first six months.

"From the farms I invite you to Santos. We go to the Santos market, and there is need of money for the marketing of the crops in Santos. Can you tell me what the American branch-banks or the branches of American banks there are doing about credit and capital? I don't blame you, of course. I don't place the accusation upon you; the European bankers do the same, but I only mention the American bankers and recall them now because they are yours. I am not trained in economical science, of course; I am only a reader of the writings of economists and I have no opinions about short sale, but from every one of your very good and able students of economical science I hear that the short sale is essential to our commerce. I have some figures on the last three crops. For the last three crops, Santos received from the farmers 23,719,917 bags of coffee. During the same period the short sales of coffee in Santos were 63,000,000 bags. How many bags were delivered during that period? You say, '23,000,000, of course!' No, they only delivered 3,376,649 bags. That means they delivered only five per cent. of the short sale. You ask how the Brazilian government permits that; you say that civilized countries forbid the short sale. Well, we will see what the Brazilian government has done and will do for that. The Brazilian government is doing as all humane governments do in that situation. When I studied Latin, I learned that "*natura non facit saltum*"—nature does not jump. The Brazilian government is a government of nature; the Brazilian government is like every other government. It must go slowly and carefully.

To Stabilize Trade Practice

"We have today as our President a man who knows the condition of all the world. He was not a candidate for the presidency. He did not ask anybody to elect him. He was elected just because all the parties were convinced that it was necessary to choose a man who was broad-minded enough to ignore narrow politics. Our President wants a permanent valorization; he wants a stabilization of prices that will be good for us and good for you. He thinks he can accomplish these things by several measures. The first is the reform of the bank of Brazil. We have not your Federal Reserve System in Brazil but we have a great bank controlled by the Brazilian government. This bank of Brazil is now under reform so that credit will be enlarged not only in the coffee trade but in the other industries. With this reform of the bank of Brazil the government intends to help not only the farmers, but also the Santos market. We have already opened in Santos, the Coffee Exchange, which is created to regulate the sales and to divide, as far as possible, the honest short sales from the dishonest. We are so sure that we can do something about that that the best economists of Brazil and the coffee men of Brazil are devoting their thought and time to relieve the situation.

"We have been suffering for a long time in Brazil. You started to suffer just a few months ago. I have lived in the United States two years and I know that our sufferings in Brazil are a consolation to others in the United States.

"Before the war Brazil exports in coffee were seventy-five per cent. of her total exports. Then America had 1,000,000 tons of American shipping in Brazil. In 1918 America had only about a half million tons. Brazil's coffee exports were not seventy-five per cent. in 1918, but they were only thirty per cent. of her total exports. But we were not dead because we improvised. The truth is that we made an improvisation of other products; in 1913 we imported rice, but in 1918 we exported rice to Italy, France, England. In 1913 we imported beans; in 1917-18 we were exporting black beans to England, black beans to Italy, black beans to France. In 1913 we did not export one pound of refrigerated meat; in 1917 Brazil was exporting a great amount of refrigerated meat.

"In 1919 coffee represented sixty per cent of

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Brazil's total exports; it had not gone back to the seventy-five per cent. that it represented before the war, but it had climbed up to sixty per cent.

BRAZIL CONDITIONS IN 1920

"I want to tell you something of the conditions that have existed in Brazil during the last six months. Many of you people think that now in 1920 we are all right. Yes, we are all right. In the first six months of 1919 the Brazilian exports in sterling pounds amounted to 62,000,000; in the first six months of 1920 they amounted to 67,000,000. Of course, the quantity in Brazilian money is a little less in 1920 than in 1919, but with the exchange in our favor it came to 67,000,000.

"At the end of your fiscal year of 1920 (to give you a generalization of the Brazilian situation) Brazil already imported more than $115,000,000 of your products, and for this reason, along with Cuba, Argentina and Mexico, was one of your four greatest Latin American customers. If you study the proportion of the increase of American buyings by these four countries, comparing the figures of 1914 and 1920, fiscal years, you will find that Cuba in the North and Brazil in the South are the most increasing buyers.

EUROPE AS A CUSTOMER

"One month ago the Italian government signed for a loan from the Brazilian government of $25,000,000; that was a credit extension to send Brazilian products to Italy. In the past year Italy occupied first place in European buying from Brazil. With this loan, the Brazilian government has the right to sell more coffee to Italy than ever before. The Belgian King was at Rio Janeiro fifteen days ago, and was studying carefully the condition of the coffee farms in Sao Paulo. He spoke a great deal about Zeebrugge and Jamaica, great European ports for coffee. Switzerland, during the war, did not receive coffee from Brazil because it was impossible to get it. There were opened during the war, many factories to make substitutes for coffee. The Brazilian consulate at Switzerland now sends word to Brazil that not one of the factories opened to make coffee substitutes is now open; they are all closed. Coffee has no substitutes.

"Your per capita consumption of coffee today is 12.7 pounds. That does not mean that you have the best per capita consumption in the world. You are fourth in per capita consumption of coffee; Belgium is fifth and Brazil is sixth. The total coffee consumption in continental United States in the last fiscal year was 1,358,000,000 pounds.

"I was Brazilian Consul in St. Louis for two years. I left St. Louis last July. Shortly thereafter I received very interesting news from Santos to the effect that Charleston and Jacksonville are thinking of becoming coffee ports. It is time that San Francisco received coffee from Brazil; it is time that Baltimore, near Washington, received coffee from Brazil. You know much better than I the best ways to arrive at the distributing centers of the United States."

FOR TRADE DATA EXCHANGE

A Proposal for International Coffee Exchanges to Promote Better Relations Between Exporters and Importers

By A. M. TORRES

Brazilian Consul at St. Louis

AS a means of bettering coffee trade conditions in the United States and Brazil, A. M. Torres, Brazilian Consul at St. Louis, suggests the creation of international coffee exchanges in the "main importing and exporting markets, in intimate connections; each collecting in their districts all information of events that have a bearing on crops, such as meteorologic conditions, labor and credit in each producing country, condition in freights and transportation, conditions in local money markets, existing stocks, etc., these important items to be exchanged and officially published, in order that all facts that may have on the future quotations of the product may come to light, and so reduce to a minimum real speculation, which is so harmful to your interests as well as ours. I sincerely believe that the formation of these international exchanges would greatly help to prevent such uncertain conditions as are now prevailing."

Consul Torres described coffee trade conditions in the United States and Brazil in these words:

"With a stock in this country calculated at 1,300,000 bags of coffee of 132 pounds each, which is not enough to supply the needs of this country for more than a month and a half; with the production of Brazilian coffee reduced almost 20%, as a consequence of the frost of 1918 in the State of Sao Paulo; without any apparent increase of production from other sources; and consequently, considering the economical conditions which should maintain this product highly priced in your markets, we see just the opposite phenomenon we should expect from these causes, and have now the low prices of 8 to 12 cents a pound, a very clear disproportion with the reasons that generally control prices.

"The two last Brazilian crops of 1918-1919 and 1919-1920 netted only 9,100,000 and 9,300,000 bags, representing 64% only of the normal yearly production of Brazil. This decrease of 36% in the crops of the largest producer of coffee very naturally alarmed our foreign buyers and prices went up abruptly to the maximum of 30 cents for the best types, with an average of 20 cents per pound for all types of coffee imported into this country up to last June.

"Taking as a basis these facts, the Brazilian producer, who has every year well computed statistics (this being one of the best services we have in Brazil), made all his future business plans accordingly; increased his purchases abroad; developed new sources of production

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trusting that the gradual decrease in prices down to the normal level would follow the corresponding proportionate increase in tonnage exported, until it would reach again the usual normal amount of 14,000,000 bags—this being the average of our yearly coffee supply to the world.

"But, just the opposite of this well-founded expectation has happened. Considering the crop for 1920-1921 of a little over 11,000,000 bags (20% below normal), the price of our main export product has, within the last four months, fallen to such low figures that the Brazilian markets, naturally, became alarmed, as there was no logical reason to explain such sudden changes.

"And for Brazil, the condition of the consumers' coffee market is fundamental, as this product represents about 60% of the factors controlling our economical conditions, being one of the main sources of the incoming gold which maintains the equilibrium of our finances and creating the buying capacity with which Brazil comes to foreign markets."

THE INDUSTRIAL SITUATION

Every Citizen Should Combat the Spirit of Unrest by Living, Thinking and Talking Americanism

By GEORGE W. SIMMONS.
Vice-President Simmons Hardware Co., St. Louis.

"IT is your duty and mine as American citizens, not only to think Americanism, but to talk Americanism and spread it broadcast. We certainly have no one but ourselves to blame if our American workingmen listen to the plausible arguments of Bolshevism and become Reds themselves unless we have made some constructive effort to give them something better to tie up with." George W. Simmons, vice-president of the Simmons Hardware Co., St. Louis, introduced this thought with a lengthy description of conditions in Soviet Russia as he found them while acting with the Red Cross recently. Telling how Bolshevik agents are working in this country, he said:

"So successfully have many of these radical agitators bored from within and thus secured control of many labor organizations, that we have had an unprecedented series of strikes, outrages, dynamitings and other atrocities, all designed to interrupt business and industry and to terrorize our people. All of this, I firmly believe, is part of a world conspiracy to exterminate the worth-while people of the world who have achieved success by hard work, courage and patriotism.

"The remedy, of course, is simple—a realization of the real facts in the case by the people of the country generally. But to accomplish that remedy is far more difficult. So cleverly is the Bolshevist propaganda being spread amongst us today that we are absorbing it unconsciously.

"Competent investigators have found that the present time there are approximately [illegible] individuals in the United States active [illegible] lutionary movements and in sympathy [illegible] so-called Bolshevik Government of [illegible] These do not include the Socialist Party, [illegible] claims a membership of about 80,000, or the Partisan League in the North, which [illegible] about 200,000 farmer members. The most active of these revolutionary organizations [illegible] the United Communist Party and the I. W. W.

"I wonder how many of you, after you [illegible] the room, will go any further with the thought of Americanism than perhaps a favorable comment on it, and then will pass on to other more pleasant things, such as what time are the baseball games tomorrow, or something else which involves no personal sacrifice. We are all [illegible] ready to say how our government should be run and to point out mistakes of those to whom we have entrusted the direction of our affairs, either by our votes or by our neglect in permitting other votes to decide these things because we are too lazy or too indifferent or too wrapped up in our own concerns to take the trouble to do it ourselves.

"Let us remember that fundamentally [illegible] American institutions are built upon the [illegible] patriotic basis—'The greatest good for the greatest number.' Let us remember that American citizenship carries with it an obligation as well as a privilege, and that unless we are ready to fulfill that obligation even though it entails sacrifice, we have no right to accept and enjoy the privileges and blessings."

THE FINANCIAL OUTLOOK

Being Based on Sound Foundation, American Business Need Not Be Disturbed About the Future

By GEORGE W. GARDINER
Vice-President, Union Trust Co., Providence

"THERE isn't anything to be disturbed about—nothing at all. We still have a market for the Federal Reserve where we could issue more notes if necessary. This business recession, or depression, or whatever you want to call it, seems to be under way. The only thing is that we have means of putting on the brakes now where we didn't have before.

"We used to let the whole thing go to the bottom of the hill, but we don't have to do that now. It is simply a question of starting business up. The people in this country stood for high prices as long as they could and then the buying public went on a strike and wouldn't buy. They wouldn't buy and you couldn't persuade them to buy. That is the situation we are in today. When you can convince people that they have got to the bottom price they will buy, because in this country today we have got a buying power—there isn't any question about that.

As the old year ends and the new year begins, we extend our compliments to our coffee friends and wish them

A Joyful Christmas

AND

A Prosperous New Year

1920, with all its perplexities and trials for coffee men, will soon pass into history. We hope that the year before us will add to the prosperity and happiness of every man identified with the coffee business.

The Aron organization is facing 1921 with confidence in all that the year has in store for the coffee trade, and a determination to be of increasing service to green coffee buyers.

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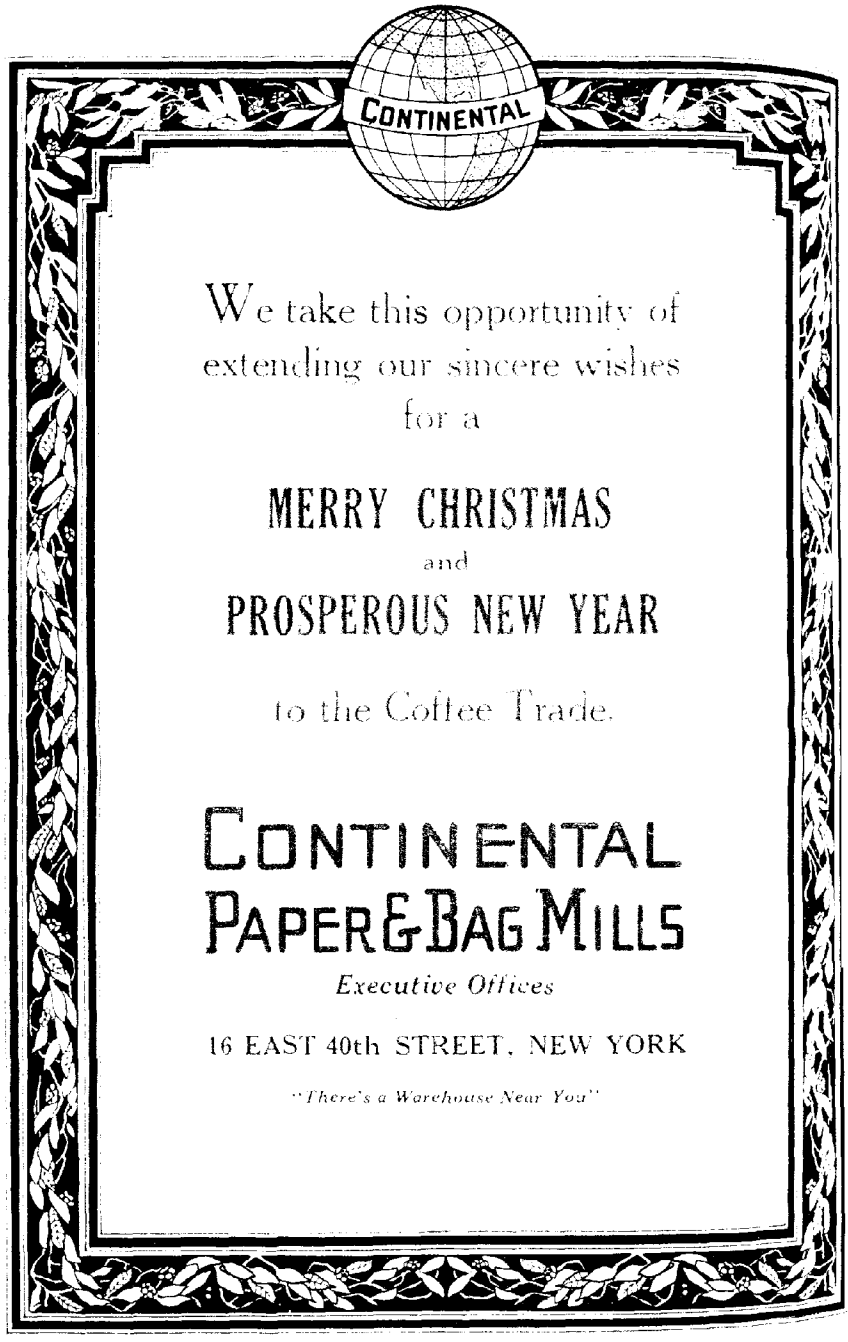
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for a
MERRY CHRISTMAS
and
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Santos

"When people begin to talk with you about everything going wrong and about there being a panic and all that sort of thing, just remember that in order to produce a panic you have to have two conditions; we violate all history if we have a panic on any other basis. The first is stringency of money; the second is plentitude of goods.

"Today we have the plentitude of money and the stringency in the supply of goods, that is, in a general way; we might have an over-supply in some lines. In addition to that you have got this great potential purchasing power coming at the fall of the year when all of the crops have been harvested; you have got a people that are anchored by their deposits in the savings banks, and where you have got more than 40 per cent of this people with their money invested in life insurance, don't bet against America; if you do, you will lose.

"There are a lot of people out of work, but there were a lot of people out of work during the coal strike and during the railroad strike. We got along. Now we may have more out at this time, possibly for a longer period. I am not going to stand here as a prophet and say that business is going to be good and humming by next spring; but I can't believe, under the conditions we have in this country, that we are going to the dogs or anywhere near it.

"We have had so many phantom things that I suppose it is the scare that got into the people during the war. They were scared of all sorts of things. . . . You remember how we were going to have all sorts of terrible things happen during the war. . . . But did anything happen to hurt any of you gentlemen in particular?

"Let me say to you that I think every one of you men ought to thank God that you were allowed to live in these times. For the past five years and for the next five years you should be thankful. You are going to see more things happen—I don't mean bad things—and you are going to have more experiences, the world is going through more things, you are going to see a whole lot more things worked out and done so nicely on this old ball that rolls through space, and the world is going to come up and balance herself and have her poles right, and you are going to see it all—something that no generation on the face of the earth ever saw before.

"There is one more thing I want to say to you. That is, if you men want to show your faith in America, put your shoulders to the wheel, have confidence in anything and everything that is right, but have confidence first in your own business. If you don't have confidence in the coffee business the rest of the country won't have any. We have, first, to have confidence in our own selves, confidence in our own business, and we have to help start this thing along. No doubt we may have some sacrifices to make. The wind may blow a little hard, but I will tell you that this old ship is pretty well balanced and her sails are all trimmed and I believe her commanders are going to be all right, and if we as the crew obey orders and stick to the job, I think we will pull her through into a safe harbor without any question whatever."

NEW ORLEANS' FACILITIES

The Improvements Being Made to Increase the Unloading and Forwarding of Coffee Cargoes

By S. Jackson
New Orleans

INCREASED facilities for the handling of coffee in the port of New Orleans are described by S. Jackson, coffee forwarder, in telling how during war times, coffee dock space was reduced by Government restrictions from 140,000 square feet to 90,000 square feet, explained how under a recent agreement with the New Orleans Board of Port Commissioners the space available for coffee handling will soon be expanded to about 244,800 square feet. Mr. Jackson said:

S. Jackson.

"Under the agreement with the Board of Port Commissioners, the entire Poydras docks will be allotted to coffee, the dock being 700 feet long by 200 deep, or 140,000 square feet, and the agreement also covers the enlargement of the Poydras dock by covering with steel shed an uncovered space 700 by 55 or 38,500 square feet.

"The agreement also covers an extension of 260 feet long by 255 deep, or 66,300 square feet, making the total area of the dock for coffee when completed 960 feet long by 255 feet deep, or 244,800 square feet.

"To enable you to better grasp the size of this dock when completed, picture a covered area three city blocks, long by one block deep—a city block being based on 300 feet. With a dock frontage of 960 feet it will be possible to berth and discharge three steamers at one time.

The Dock Tax Plan

"Now for the special dock tax of 2c per bag in which you are all interested and under which the increased facilities are being secured. I had some members of your Association ask me why they should be taxed for port development in New Orleans, and explained to them that it was not a tax but a dock charge for a facility that represented an investment of $800,000.

"Figuring on 2,000,000 bags of coffee being handled over the docks per annum would mean a revenue from the dock of $40,000 per annum, or 5% gross on the investment, and I doubt if the Board of Port Commissioners can issue and sell bonds to cover the cost of extensions bearing so low a rate of interest.

"In explaining the proposed enlarged docks to you last year at your convention, I made the

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statement that it would, in my opinion, prove an economy and I figured it out in this way:

"Under former conditions, due to lack of ample dock facilities, there were serious delays in the movement to you of your coffee which meant quite an item in loss in interest.

"Under present conditions and facilities, with a dock with an area of 90,000 square feet, less than 50 per cent of the imports can be handled at Poydras dock from which the cartage charge is 7c per bag, of which railroads absorb 3c. The remaining coffee—say 50 per cent—has to be handled from docks at the extreme upper and lower end of the port, from which the cartage charge is 10 to 12c, of which the railroads absorb 3c. This gives 50 per cent on which you pay 4c cartage and 50 per cent on which you pay 7c. The difference between 7c and 4c is 3c and handling all imports at the enlarged Poydras dock means a saving to you on 50 per cent of 3c per bag, or 1½c per bag on the whole, and the saving in time and in interest will more than cover the ½c per bag, not considering better service and better return to you."

TRADE AND BANK ACCEPTANCES

Why They Can Be Advantageously Adopted by Both Coffee Importers and Roasters

By Raymond F. McNally
Vice-President, National Bank of Commerce, St. Louis.

"THE trade acceptance in itself is a comparatively simple affair. It is nothing more than a sight draft with printing on the face of the blank indicating the following: First, the name of the concern on which it is drawn, and naturally who intends to accept; second, the place where that concern is located; third, the name of the bank where the acceptance is payable, and fourth, the date.

"The simpler these documents are, the better for all concerned. The acceptance in such a form is perfectly negotiable, and it has this advantage: First, it describes the transaction itself; second, it evidences a receipt on the part of the purchaser that he has the goods; third, it also indicates that he intends to pay at a certain place on a fixed date the amount involved in the transaction.

"There is a most important consideration in the handling of such documents, and that is that there are many concerns who, by their ability to put their accounts in acceptance form, are able to borrow more money than would be the case if they had to borrow the money on their own name."

After a semi-technical discussion of the use of trade acceptances in business, the speaker took up bank acceptances, which he described as being documents between a bank and its customer, and the reverse of trade acceptances. He told of the advantages of financing green coffee imports by means of bank acceptances, rather than through London:

"We are practically the only nation in the world at the present time that does business on any scale at all that has a firm fixed standard of exchange—the dollar. In the last three or four days sterling has fluctuated about 30c on the pound. Naturally this makes for uneasiness on the part of a purchaser of coffee in this country. If he knew that he was buying in dollars and could pay in dollars, he would know what he was getting. If he was paying in pounds sterling, he didn't know what he was paying because of the violent fluctuation taking place in the money market, and which will take place until conditions get normal again, which will perhaps be a matter of some time. Necessarily the creation of the dollar exchange is a good thing not only for the bankers but especially for those that have to buy the products of other lands and pay for them. If they can pay for them in this country's funds, it means the creation of world markets.

"Another thing about the bankers' acceptance is that it must be evidenced; it must be supported by an actual commodity. A great deal of coffee has been carried at various times in this part of the country through the acceptance. The bank, when it makes a loan to a man, loans funds. When it accepts the draft of a concern that is supported by a commodity, the bank may do one of two things: It may make a charge to that man or the concern for accepting, which is generally one-fourth of one per cent., or thereabouts, for ninety days, or it may take the acceptance itself on a fixed basis and then afterwards sell it on the open market.

"If a concern buying coffee or any other commodity does not need that particular commodity at the present time or will not need it for several months, if it is in a position to put up the warehouse receipts with the bank and have the bank accept the draft for that particular commodity, the concern very likely often is in a position to carry itself in a much better way than it would if it had to depend on the bank to borrow on its own unsupported name."

NEW COMMERCIAL REGISTER OUT

The new 1921 edition of Hendricks' Commercial Register, which has just been issued, is featured by the addition of a page of directions entitled "How To Find Information," and a sheet of perforated postcards on which users are urged to report faulty listings, wrong classifications and concerns which may have been omitted. The first mentioned page gives in concise form detailed instructions as to the best way to find desired information. The instructions indicate that the register is divided into five sections, the index to trades, classified trades, trade names, alphabetical listing and advertisers' index.

The publisher is the S. E. Hendricks Co., Inc., New York. This is the twenty-ninth consecutive issue and it contains approximately 2,000 pages.

THE CHEAPEST TEA MARKET

in the world today is the U. S. A.

Prices are low—below cost of production in most cases—in the primary markets, but here they are below the cost of importing even on this sub-normal basis.

When the wave of fear that has crept over banks and buyers alike passes and sanity returns with the realization that the good old U. S. A. is not going to the "demnition bow-wows" the absurd concessions now being made by sellers will disappear for just the same reason.

Now is the time to buy. Now is also the time to buy and push "the teas that are better" when the markets are reeking with plain junk and followers of tea for price are neglecting good tea.

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94 Fulton Street, New York, N. Y.

MONTHLY STATISTICAL TRADE RECORD

Imports of coffee, tea and cocoa into the United States, and exports and re-exports, during October, 1920, and the ten months of the calendar year ended with October, together with comparative figures for previous years.

IMPORTS

Coffee

October

	1919.		1920.	
	Pounds.	*Value.*	*Pounds.*	*Value.*
Total	102,398,397	$24,445,458	97,126,702	$15,929,619
Central America	4,617,406	868,337	3,613,165	617,479
Mexico	667,539	148,909	470,639	82,988
West Indies	2,603,226	547,932	710,275	101,443
Brazil	69,952,433	17,581,809	72,750,676	11,618,945
Colombia	12,430,495	2,771,894	14,160,583	2,683,574
Venezuela	3,440,638	825,896	1,857,355	267,750
Aden	98,220	26,741	28,000	6,746
Dutch East Indies	7,527,612	1,475,296	2,096,984	342,521
Other countries	1,060,828	198,644	1,439,025	226,871

Ten months ending October

	1918.		1919.		1920.	
	Pounds.	*Value.*	*Pounds.*	*Value.*	*Pounds.*	*Value.*
Total	939,578,191	$86,090,075	1,127,337,354	$214,079,072	1,149,033,276	$232,342,738
Central America	190,543,159	18,716,216	127,984,759	18,719,702	155,556,076	29,907,980
Mexico	18,441,778	1,951,257	28,266,867	5,138,547	18,916,788	3,756,772
West Indies	40,702,517	3,396,039	38,679,745	6,881,767	27,032,836	5,488,915
Brazil	538,603,969	44,154,679	647,919,714	127,535,756	686,430,369	136,689,050
Colombia	98,190,424	11,826,861	125,026,202	24,541,043	158,225,559	35,208,871
Venezuela	44,307,495	4,814,158	98,563,937	20,405,185	61,901,506	13,280,375
Aden	32,000	5,210	681,290	141,391	881,063	197,279
Dutch East Indies	4,397,746	637,691	37,174,142	6,209,276	27,014,552	4,950,819
Other countries	4,359,103	387,934	23,041,198	4,506,405	13,074,527	2,852,797

Tea

October

	1919.		1920.	
	Pounds.	*Value.*	*Pounds.*	*Value.*
Total	14,785,263	$3,697,963	7,928,679	$2,109,351
United Kingdom	127,047	41,770	462,349	95,792
Canada	298,676	89,248	84,650	33,424
China	1,737,716	491,256	490,390	116,566
British East Indies	4,735,730	1,115,083	1,603,012	367,292
Dutch East Indies	202,559	34,208	226,661	50,753
Japan	7,608,934	1,893,712	4,823,496	1,435,510
Other countries	74,601	32,686	238,121	71,914

Ten months ending October

	1918.		1919.		1920.	
	Pounds.	*Value.*	*Pounds.*	*Value.*	*Pounds.*	*Value.*
Total	110,076,582	$24,218,580	62,242,991	$15,262,085	80,033,428	$22,120,219
United Kingdom	381,799	211,898	261,486	83,199	12,876,167	5,737,027
Canada	2,085,327	746,402	1,918,541	633,064	1,371,218	515,772
China	10,365,829	2,318,688	8,101,513	1,956,548	9,544,004	2,185,994
British East Indies	22,241,777	5,292,376	13,439,887	3,141,185	21,400,140	5,143,931
Dutch East Indies	32,687,871	5,966,467	8,785,227	1,589,758	6,004,683	1,305,925
Japan	41,784,234	9,525,508	29,207,357	7,677,647	26,497,864	8,507,224
Other countries	529,745	157,241	528,980	180,684	2,339,352	724,346

Cocoa or Cacao, Crude

October

	1919.		1920.	
	Pounds.	*Value.*	*Pounds.*	*Value.*
Total	21,250,762	$4,225,844	18,756,971	$2,193,399
Portugal	317,414	48,482	.....	.....
United Kingdom	1,228,247	249,536	616,791	80,655
British West Indies	905,268	217,137	3,321,575	406,448
Cuba	.....	.....	.....	.....
Dominican Republic	369,082	72,339	1,530,389	160,165
Haiti	51,397	8,889	74,118	6,253
Brazil	11,889,373	2,231,690	8,087,721	745,390
Ecuador	2,275,975	489,043	3,789,796	600,663
Venezuela	535,274	136,719	696,722	112,469
British West Africa	113,402	17,010	.....	.....
Other countries	3,565,333	754,999	689,859	81,467

(*Continued on page* 788)

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WITH OFFICES IN FOUR OF THE LARGEST TEA DISTRIBUTING CENTERS OF THE COUNTRY AND WITH DAILY KNOWLEDGE OF THE BEST OFFERINGS ON THOSE MARKETS, AS WELL AS WITH WORLD MARKET CONDITIONS, WE ARE IN A UNIQUE AND UNEQUALLED POSITION TO AID YOU IN THE SELECTION OF TEAS TO MEET YOUR PARTICULAR REQUIREMENTS.

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The demand for Quality Teas is increasing. They are our specialty. Send us your inquiry the next time you are buying . . . . .

The use of the best teas will increase the consumption of tea in America.
We import and sell teas of all kinds and grades. Our specialty is tea of the highest quality.
Our foreign branch is always in touch with local and seasonal conditions—we are in a position to import any kind or grade of tea your trade wants.

The A. Colburn Company

2228-42 North Tenth Street, Philadelphia

Est. 1857. Branch: Daitotei, Formosa

MONTHLY STATISTICAL TRADE RECORD *(Continued from Page 786)*

Imports of Cocoa or Cacao, Crude *(Continued)*

Ten months ending October

	1918.		1919.		1920.	
	Pounds.	*Value.*	*Pounds.*	*Value.*	*Pounds.*	*Value.*
Total	320,750,450	$33,806,460	318,834,989	$46,093,965	304,533,737	$50,406,[illegible]
Portugal	.....	.....	1,017,086	210,660	11,983,995	[illegible]
United Kingdom	2,421	236	5,371,926	925,292	10,800,650	1,[illegible]
British West Indies	50,327,590	6,200,509	28,629,324	6,312,339	33,242,952	5,[illegible]
Cuba	47,355	4,879	21,387	5,407	.....	.....
Dominican Republic	28,407,294	2,837,303	43,051,384	7,094,011	41,543,843	5,[illegible]
Haiti	5,637,729	536,102	4,248,210	562,366	2,771,548	[illegible]
Brazil	61,851,645	5,926,933	54,702,206	7,586,560	45,423,713	6,[illegible]
Ecuador	60,708,399	6,353,891	44,612,929	6,378,444	50,838,271	10,[illegible]
Venezuela	22,788,676	2,519,275	9,070,337	1,868,002	15,422,192	[illegible]
British West Africa	80,149,846	8,051,595	114,390,535	12,649,610	77,570,930	11,[illegible]
Other countries	10,829,495	1,375,707	13,419,665	2,501,280	14,935,643	2,[illegible]

Cocoa and Chocolate, Prepared or Manufactured

(Not Including Confectionery)

Ten months ending October

	1919.		1920.		1918.		1919.		1920.	
	Pounds.	*Value.*	*Pounds.*	*Value.*	*Pounds.*	*Value.*	*Pounds.*	*Value.*	*Pounds.*	*Value.*
Total	193,461	$46,405	49,833	$19,388	50,971	$16,010	508,733	$173,365	1,097,922	$442,[illegible]

EXPORTS

Coffee

October

	1919.		1920.	
	Pounds.	*Value.*	*Pounds.*	*Value.*
Green or raw	1,420,554	$407,219	1,936,433	$468,[illegible]
Roasted or prepared	263,501	78,125	86,136	28,[illegible]

Ten months ending October

	1918.		1919.		1920.	
	Pounds.	*Value.*	*Pounds.*	*Value.*	*Pounds.*	*Value.*
Green or raw	34,937,423	$5,119,284	22,020,824	$5,691,710	32,271,713	$8,040,[illegible]
Roasted or prepared	1,537,935	263,146	5,693,184	1,410,687	1,801,207	$528,[illegible]

Cocoa and Chocolate

(Prepared or Manufactured, Not Including Confectionery)

Ten months ending October

1919.	1920.	1918.	1919.	1920.
Value.	*Value.*	*Value.*	*Value.*	*Value.*
$3,206,516	$140,829	$5,432,454	$16,066,898	$8,584,508

RE-EXPORTS

Re-exports of foreign products in October, 1920, consisted of 4,144,535 pounds of coffee, valued at $587,749; 45,118 pounds of tea, valued at $20,408; and 4,521 pounds of chocolate or cocoa, valued at $992. For the ten months ending with October, 1920, the figures were as follows: Coffee, 41,503,057 pounds valued at $8,071,673; tea, 1,717,574 pounds valued at $679,610; cocoa and chocolate, 75,276 pounds valued at $21,059.

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THE OUTLOOK FOR COFFEE

High Picking Costs in Producing Countries Are Expected to Cut Down the Supply of Low Grades

IN a review of the situation of the coffee market, Aborn & Cushman, New York coffee brokers, say in a recent circular to the trade:

"One of the prime factors in the present liquidation in stocks, causing deep recessions in the security market, Wall Street believes, is the selling in that market by commercial houses throughout the country. That the liquidation of Liberty bonds comes through the sale of the holdings of commercial business, that also individual members of many firms have had to dispose of their personal securities to furnish capital to rehabilitate their houses financially.

"Such influences react upon the coffee market and extinguish any little confidence that may be developing. But the whole financial fabric of the world has been worn threadbare and in the coffee producing countries there is enough to show us that their troubles are not by any means all imaginary.

"Brazil accepts bids on the off days, and for large quantities of coffee, at such a basis that bids remained unanswered a week ago. In the mild coffee producing countries, ill concealed threats of not picking crop at all are heard. They will pick it all right; there need not be any cause for worry along this line. What we will not get will be the lower grades, at least in usual quantity, for the cost of picking will not warrant harvesting the poorer grades.

"The actual spot situation is healthy and probably sound. Leading the decline in the commodity debacle of prices, coffee has been naturally the first to put its house in order. The demand from the country is good and the trade is emphasizing cup quality as never before in its history. Just what is the real background for this great impulse, whether fear of a probable loss of trade, force of example or what might aptly be termed trade mass psychology, is hard to fathom. To one fighting for thirty-four years for cup quality, as the first, last and final essential in the coffee business, insistence on cup quality is gratifying, but containing all the elements of mystery. We still advise no accumulation of coffee, buying conservatively and for wants."

NEW SANTOS COFFEE GRADINGS

A New Basis of Quotations on the Santos Coffee Exchange Has Been Put Into Operation

SEVERAL important changes in factors affecting quotations on coffee in the Santos Coffee Exchange have been put into effect by Government announcement.

The new Government regulations do not aim at uniform types, but modify the composition of deliveries in relation to exchange quotations.

The Santos exchange types number ten, without discrimination of quality. Each type may contain various qualities or none; these are exchange types and are lower priced, but perfectly good for export. Each quality has its individual attributes, according to the locality of production, the quality of the bean and the picking and cleaning. Under these circumstances, it would be impracticable or almost impossible to establish uniform types of coffee, as some people would have it.

Previous to the Government decree imposing the changes, exchange quotations were and are still based on type 4, nevertheless deliveries could be made in types 5-25; *i.e.*, at the option of the seller, made up of 250 bags of No. 6 and 150 bags of No. 7, so long as the average quality was not inferior to 5-25.

At the suggestion of the Associaçao Commercial of Santos, the Government eliminated types 6 and 7, changing the 5-25 deliveries to 5, raising therefore its limit of classification to 25 points, corresponding in value to 100 reis. But as 6s and 7s have depreciated in consequence of lack of demand for these types, the difference of 25 points represents in value, and therefore in exchange quotations, a difference of 800 reis per 10 kilos.

Taking the quotation of December options of 14th ult. as a basis for argument, we find that

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NEW ORLEANS

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SOLUBLE COFFEE APPARATUS

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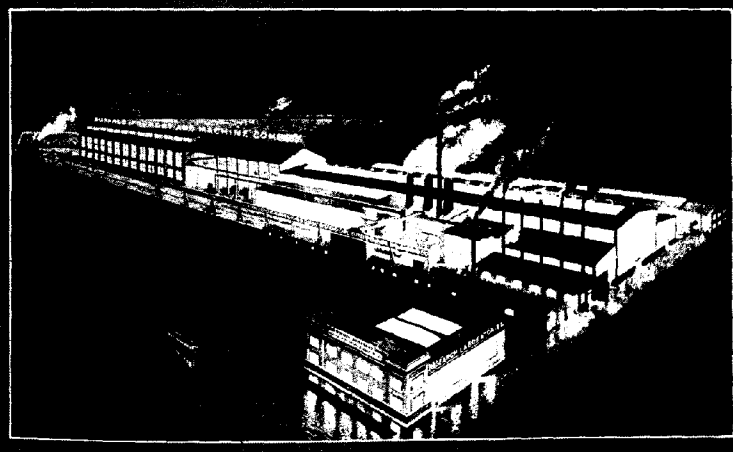


THE PLANT BEHIND "BUFLOVAK" SOLUBLE COFFEE APPARATUS

BUFFALO FOUNDRY & MACHINE CO.
1587 FILLMORE AVE. BUFFALO, N.Y.
NEW YORK OFFICE: 17 BATTERY PL.

the December "new basis" is quoted at 9$600, and "liquidation" at 9$, the difference being 600 reis per 10 kilos—the extent of the depreciation of 6s and 7s. This difference varies between 600 and 800 reis according to liquidation needs.

By order of the Government, exchange quotations are now limited to two—one for liquidation of 5-25 and another, the new basis, which excludes deliveries of 6s and 7s as aforesaid. The changes in the speculative contracts in Santos futures were made with the object of checking wild speculation, which is already in evidence.

NAVY TEA CONTRACTS AWARDED

Some 350,000 Pounds of Tea Were Asked for in the Open Market—The Winners of the Contracts

THE Bureau of Supplies and Accounts, Navy Department, has announced the following awards for furnishing tea to certain navy yards:

320,000 pound of tea to the Boston, Brooklyn, Philadelphia and Hampton Roads yards: Irwin-Harrisons & Crosfield (part) at $41,791, and the J. C. Whitney Co. (part) at $11,232.

30,000 pounds of tea to the Mare Island (Cal.) yard: Carter, Macy & Co., (part) at $3,295.50.

The Bureau received the following bids for furnishing the 30,000 lbs. of tea for the Mare Island yard, f.o.b. cars at the contractors' works: Carter, Macy & Co. $.2197; Austin, Nichols & Co., $.1475 and the J. C. Whitney Co. at $.1722 and $.2022.

Bids were also received for furnishing 320,000 pounds of tea to the Boston, Brooklyn, Philadelphia and Hampton Roads yards as follows: Carter, Macy & Co. at $.2424 and $.2197; Handelmaatchappy-Transmarina, Inc. (part) at $.23, $.1925, $.1817, $.19 and $.19½; the J. C. Whitney Co. at $.1822, $.1872, and $.1722; the Anglo-American Direct Tea Trading Co. at 25 cents and 24 cents.

The Bureau also received bids for furnishing the 320,000 lbs of tea, f.o.b. contractors' works as follows: Austin, Nichols & Co. $.1475; Carter, Macy & Co. $.2174 and $.2197; Irwin-Harrisons and Crosfield, $.1817, and the Anglo-American Direct Tea Trading Co. at 24 cents.

MARKETS OF THE WORLD

Latest News Letters from Staff and Special Correspondents in Foreign and Domestic Trade Centers

THE NEW YORK MARKETS

Special Market Reviews for "The Tea and Coffee Trade Journal"

NEW YORK, Dec. 3, 1920

BUSINESS in Brazilian coffee in the New York market was decidedly slow much of the time during November, which was not surprising as interest is generally indifferent as the time for annual inventories approaches. Various other factors also contributed to the general dulness. Prominent among these, of course, was the sentimental effect of the depressing economic conditions prevailing in virtually all markets throughout the world. In short, with readjustment and deflation progressing rapidly in all directions, merchants naturally displayed little confidence in the stability of values for any commodity. This applied not only to coffee, but to certain other staples which, in the judgment of conservative and unbiased merchants, were selling below their intrinsic value, taking into consideration the strength of the statistical position and the cost of replacement or production. Business was also hampered greatly by the striking irregularity shown in market quotations and exchange rates sent from Brazil, which in turn were traceable to conflicting claims as to the placing of a large loan in this country and the possibility of certain official measures designed to protect coffee prices or to stabilize the exchange market.

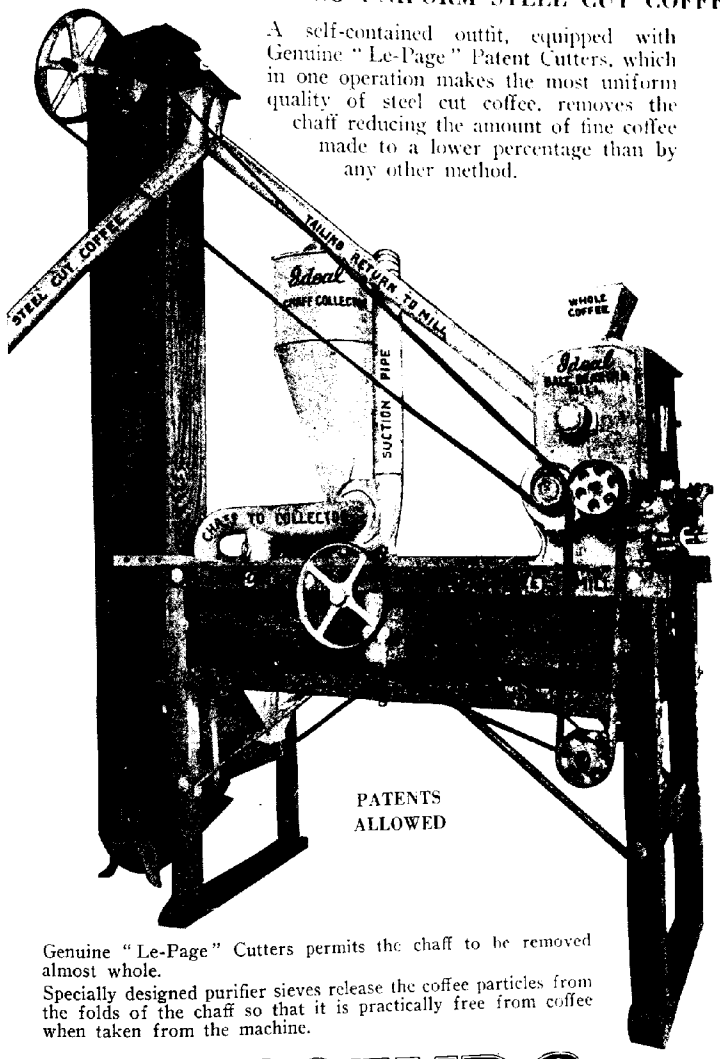
Through all the irregularity, however, both here and in Brazil, the prevailing trend of prices was downward. Practically all of the advance of 2@2¼ cents alluded to in our last review was lost. At one time toward the end of November prices averaged close to the season's lowest levels.

W. S. FORCE & COMPANY
84 Front St., New York, N. Y.
FORWARDERS and WEIGHERS
of Coffee for 47 years and
We are still here to serve you
INSTRUCT "FORCE TO SHIP"

"Ideal" STEEL CUT COFFEE MILL

FOR MAKING UNIFORM STEEL CUT COFFEE

A self-contained outfit, equipped with Genuine "Le-Page" Patent Cutters, which in one operation makes the most uniform quality of steel cut coffee, removes the chaff reducing the amount of fine coffee made to a lower percentage than by any other method.



PATENTS ALLOWED

Genuine "Le-Page" Cutters permits the chaff to be removed almost whole.

Specially designed purifier sieves release the coffee particles from the folds of the chaff so that it is practically free from coffee when taken from the machine.

431-437 SO. CLINTON STREET

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CHICAGO ILLINOIS

Established 1872—Incorporated 1901

established on October 16. Relative firmness prevailed at times owing to rumors that a loan had been arranged, guesses as to the amount ranging from $10,000,000 to $25,000,000. On one occasion a sharp advance in Rio exchange rates seemed to lend color to one of these rumors, and in addition it was claimed that Santos shippers had withdrawn their cost-and-freight offers. The effect of this, however, was only temporary, prices soon dropping back to within a small fraction of previous low marks.

The only business of moment transpired in the cost-and-freight market, and this was by no means general. From 75,000 to 100,000 bags of Santos coffees were bought within a few days, principally by one large local importer. Most of this was on a basis for 4s of 8½ to 8¾ cents, the former equalling what was generally regarded as the lowest price recorded on the October break, although it is alleged that some 4s were secured at as low as 8¼ cents. This buying likewise stiffened prices temporarily and possibly had a great deal to do with the sudden advance in Rio exchange mentioned above. Lower crop estimates also checked the decline momentarily. One Santos firm estimated the crop there between 5,500,000 and 6,500,000 bags, whereas previous estimates had ranged from 7,500,000 to 8,500,000 bags. Another placed the present crop at 8,500,000 bags, and the next crop at 5,500,000 bags. A third authority figured the world's production for 1920-1921 at 17,400,000 bags, and for 1921-1922 at 15,900,000 bags. Added to the world's visible supply on July 1, 1920, 6,910,000 bags, this suggests a supply for two years of 40,210,000 bags. Placing the world's consumption for the two years at 36,000,000 bags, we have an indicated carry-over on July 1, 1922, of only 4,210,000 bags. Toward the end of the month a steadier feeling was created by the fact that practically all of the deliveries on December contracts were promptly taken in by one large concern.

Good Trade in Mild Coffees

Barring a temporary lull during the middle of the month, accompanied by some recession in values, the market for mild coffees was active as a rule during November, with prices generally well supported. The brief period alluded to was almost wholly a reflection of pronounced weakness in the market for Brazilian coffee, but during the less serious sinking spells in that quarter mild coffees displayed independent animation and strength. Practically all the best descriptions were in demand, especially Colombians, and the fact that buyers specified immediate delivery in many cases served to confirm the quite general belief that interior stocks had been greatly depleted. The arrivals during the month were about 123,000 bags, whereas deliveries were roundly 224,000 bags. Hence the country's total stock was reduced to about 666,000 bags against 771,000 a month previously. The general firmness was traceable partly to the fact that primary markets refused some of the bids sent down and asked prices that were too high to permit of business.

Tea Trade Generally Inactive

Business in the tea market generally continued extremely slow during November. Buying has been almost wholly of the hand-to-mouth order and confined mainly to Ceylons, Javas, and Formosas. In some quarters it is said that the demand for fine Ceylons is greater than the supply. Some rather flavory teas have come in and were absorbed at fairly satisfactory prices almost as soon as offered. More general buying was stimulated partly by the fact that those who had sold at the low points reached in October were able to re-sell at a profit. Competition has been fairly keen for some varieties, which now command several cents more than they did in October. The fact that the Navy has awarded a contract for 350,000 pounds is expected to cause a scarcity of certain kinds and grades, prices for which have already made some recovery.

Better Outlook For Spices

Business in spices remained quiet as a rule and in some cases prices are slightly lower. Nevertheless, leading importers display greater optimism because of the further reduction of spot supplies, the small quantity en route from producing countries, and the steady elimination of speculative holders. In fact, some of them believe that selling has been overdone in certain quarters. This condition, coupled with the fact that we are below a parity with primary markets, will doubtless cause a sharp upturn in the event of a particularly active demand develop-

PUREST AND BEST BAKING POWDERS
Cream of Tartar and Pure Phosphate
Buyers Private Brands at Attractive Prices
Also High Grade Cocoas under Private Brands
MANHATTAN BAKING POWDER CO., 264 Spring St., New York

Underneath the Printing

One of our best friends recently remarked that, for several years past, the advertising of *The* UNION DUPLEX BAG and *The* UNION DUPLEX SACK has confined itself to talking about "Package-decoration"—to our unequalled facilities for assisting Packers in such work.

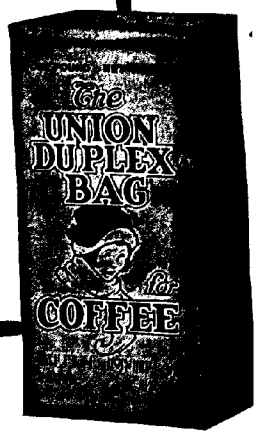
That is true. It was a deliberate intention in our advertising. Indeed, we've come to look on the building of a mere *container* as a comparatively simple proposition.

But, at that, our friend is probably right. We'd do well occasionally to stop and look "underneath the printing"—and talk a moment about *that* part of the fancy package business.

You'll find every Union Product either the same, day after day and year after year—or steadily improved. Where improvement has reached its limit, we hold fast; where we can still improve, we do so—and as rapidly as we can.

During the past five or six years, this was no easy task. Few houses can make a statement to compare with the above. The reasons why we were actually *able* to do so go deep into Union resources and organization.

Not an ounce of waste-material or reclaimed paper of any kind goes into any Union Duplex goods. We remember that you're going to put good products into them.



UNION BAG & PAPER CORPORATION

Makers of All Manner of Paper Bags

PRINCIPAL OFFICES ▪ WOOLWORTH BUILDING ▪ NEW YORK CITY

ing. The fact that some large distributors are buying in lots of 25 packages is regarded as an indication of seriously depleted stocks.—C. K. T.

THE SAN FRANCISCO MARKETS

Tea and Coffee News of the Pacific Coast Centers as Gathered by Our Own Correspondent

SAN FRANCISCO, Nov. 27, 1920.

THE tea and coffee business on the Pacific Coast has become very quiet along with many other lines recently. However, roasters and jobbers are all optimistic concerning propects for a large volume of business in the near future.

A blaze which threatened destruction of the J. A. Folger and Company plant, 200 Howard street, San Francisco, was discovered in time to prevent more than $500 damage. The fire was believed to have originated from an overheated coffee roaster.

Nearly 6,500,000 pounds of coffee were imported into San Francisco during September. Its value was $1,135,156. Tea importations totaled 1,963,156 pounds valued at $509,242. A million and a quarter dollars worth of coffee burlap was imported during September.

So little importing has been done by San Francisco tea houses this year that local buying will undobutedly cut a larger figure than it has in the past. Business is still quiet but with the election over an improvement is expected. Good values are obtainable in all grades. A little trading in tea is just beginning and purchasers feel that they will do better here than if they purchased on primary markets.

There are no washed coffees left on this market, and none can come from Central America until the new crop, the best of which will not reach here until January. Activities are at a minimum on the market. Locally the only stock in first hands consists of Bogotas, which were recently shipped here from New York. More consignments of Bogotas are reported to be en route from New York. Prices are unchanged and offerings are very few.

Webster Jones, recently elected president of the California Coffee Roasters and Jobbers, is making a trip through the East. After attending the National Coffee Roasters' Association convention in St. Louis, he left for Amherst, Mass., where he attended college. Jones will visit the chief centers of the East, it is expected.—G. P. M.

NEW ORLEANS LETTER

News of the Trade in the "Logical Port" as Gathered by Our Correspondent

NEW ORLEANS, Dec. 1, 1920.

WHILE dealers state that business is at a low ebb, deliveries of coffee were moderate throughout the month, with some going to the interior and to roasters here as well as to wholesale houses which buy green coffee for their trade.

With all this, business has been very moderate and the outlook is not favorable for much, if any, improvement before the beginning of the next year, when stocks in hand ought to be pretty well cleared out, necessitating renewal by interior roasters and everybody in the green coffee line. However, dealers say they look for buying in small lots, from hand to mouth, for a long period.

Arrivals of coffee from Brazil have not been large and there now is afloat only about 150,000 bags for this port. One ship brought 85,000 bags near the end of the month and others are due.

Prices have continued downward, with a few advances. However, near the end of the month there were increases in spot prices of about ½c. a pound; Santos 4s were 10¾ to 11¼c. and Rio 7s were 7⅛c. a pound.

Roasters here state that trade had been poor all month and some of them have called in their

Always On the Market *Never Over the Market*
Often Under the Market

We have the largest stock of the finest roasting and drinking coffees of all description.
We offer teas of every variety. All fine cup quality.

JONES BROTHERS TEA COMPANY, Inc.
107 Front Street, New York

GUSTAVE E. KRUSE,
Manager Coffee Department

JOHN J. McNAMARA
Manager Tea Department

THE PERFECT FIBRE COFFEE CAN

ITS EVOLUTION—AND WHY

1st: FIBRE (OR PAPER) OF ITSELF IS NOT MOISTURE-PROOF THEREFORE—

2nd: A PLAIN FIBRE CAN—OFFERS NO PROTECTION.

3rd: A PLAIN FIBRE CAN—PARAFFINED LINED ADDS NOTHING.

4th: A PLAIN FIBRE CAN—LINED WITH VEGETABLE PARCHMENT IS AN IMPROVEMENT BUT NOT YET COMPLETE—BECAUSE

5th: A MOISTURE-PROOF FIBRE CAN—HAVING THE PURE VEGETABLE PARCHMENT LINING WITH MINERALIZED FIBRE WALLS *IS THE IDEAL COMBINATION.*

AND WHEN NECKED-IN OR SHOULDERED BY OUR NEW PROCESS THERE IS NOT A MORE PERFECT CAN MADE

Why should a properly made can be lined with white vegetable parchment paper. (because it is sanitary, oil resisting, oderless, and tasteless.

However a parchment lined can not otherwise treated is not moisture proof.

We recognized the limitations of parchment paper and other fibres, therefore build our moisture-proof fibre cans up from a number of layers of fibre to give strength, interposing between the layers, continuous films of a mineral substance whose factor of resistance to penetration of atmospheric moisture is equal to tin-plate.

PLEASE note it is not claimed that this can is water-proof, WE CLAIM IT TO BE MOISTURE-PROOF.

OUR FIBRE CANS FOR COFFEE HAVE ALL THE MERITS OF A METAL CONTAINER WITHOUT ANY OF ITS DISADVANTAGES AT A SUBSTANTIALLY LOWER PRICE.

WRITE US FOR SAMPLES AND PRICES

FIBRE CAN CORPORATION

4241 Ogden Ave., Chicago, Ill.

Makers of a general line of fibre and composite cans, round and irregular shapes for

COFFEE, TEA, SPICES, BAKING POWDERS CHEMICALS, CEREALS, ETC.

traveling salesmen, pending better business, in order to save expenses. Buying in the interior has been from hand to mouth and roasters do not look for much improvement for several months, and certainly not before well into the new year. The roasters have the same opinion as the green coffee trade, that buying is likely to continue in small lots, as needed, even at drops in the market.

Prices of roasted coffee have held up well, as roasters are working on stock bought some time ago and are not willing to cut prices below profits, though in some cases they say this has been done. The retention of fairly high prices on roasted coffee probably explains the slow sales to a large extent, but stocks are thought to be about cleared out. Dealers are not buying heavily for another reason; that is, they haven't the money available to invest in large lots.

Tea Trade is Inactive.

The tea trade is as slow as the coffee business. No interest is taken by buyers and what buying there is is of small lots and at lower prices. In fact the representative of one of the leading tea houses here stated that prices of some teas are not only lower than before the war, but the lowest known here, with certain grades off 25 or 30 cents per pound. This house stated that offers are received daily at 15 to 20 cents under list prices and buyers will not take goods unless at such reductions.—E. K. P.

CANADA GETS COFFEE DIRECT

The Canadian vessel *Spinner* recently unloaded 5,000 bags of Brazilian coffee at Montreal, marking the inauguration of a movement to have all coffee imported direct instead of through New York, as heretofore. Cargoes are to be carried by the Dominion Government merchant marine ships, and a considerable saving is expected to accrue to Canadian importers.

CHICAGO NEWS LETTER

Activities of the Trade in the Windy City and Vicinity as Seen by Our Correspondent

Chicago, Dec. 1, 1920.

THE Chicago coffee trade, as a whole, whi having little change to report over the situ tion prevailing last month, is feeling optimistic not over the present situation, for it would tal the most optimistic optimist to feel elated present. The fact that coffee is being drunk increasing quantities, that retailers are buying on on a hand-to-mouth basis and must sooner later come into the market, and that a slight better inquiry has been noted in the last fe weeks, inclines brokers, roasters and wholesale to look for better times.

Prices are said to be fair under the circum stances and are formulated to a considerable e tent by the urgency with which the seller nee money. In general a steady, normal business looked for until the first of the year, with pe haps slightly lower prices to be followed by period of heavier buying and consequently highe prices. No runaway market is expected the for, as one prominent importer put it, "a brak or safety valve will then be put upon the ma who would raise prices, in the shape of r stricted credit at the banks. Of course this pro cess is operating now, but when a tendency exhibited toward speculation the banks will re fuse absolutely to advance the money."

Producers and Eastern importers are seekin to induce purchases in this market (which pur chases are only held back by the lack of read cash on the part of the purchaser) by makin unusual terms of sale. Where an order for thousand bags can be secured the seller here i authorized to sell on 60 days' time when lots o 250 bags are taken at one time, with a discoun

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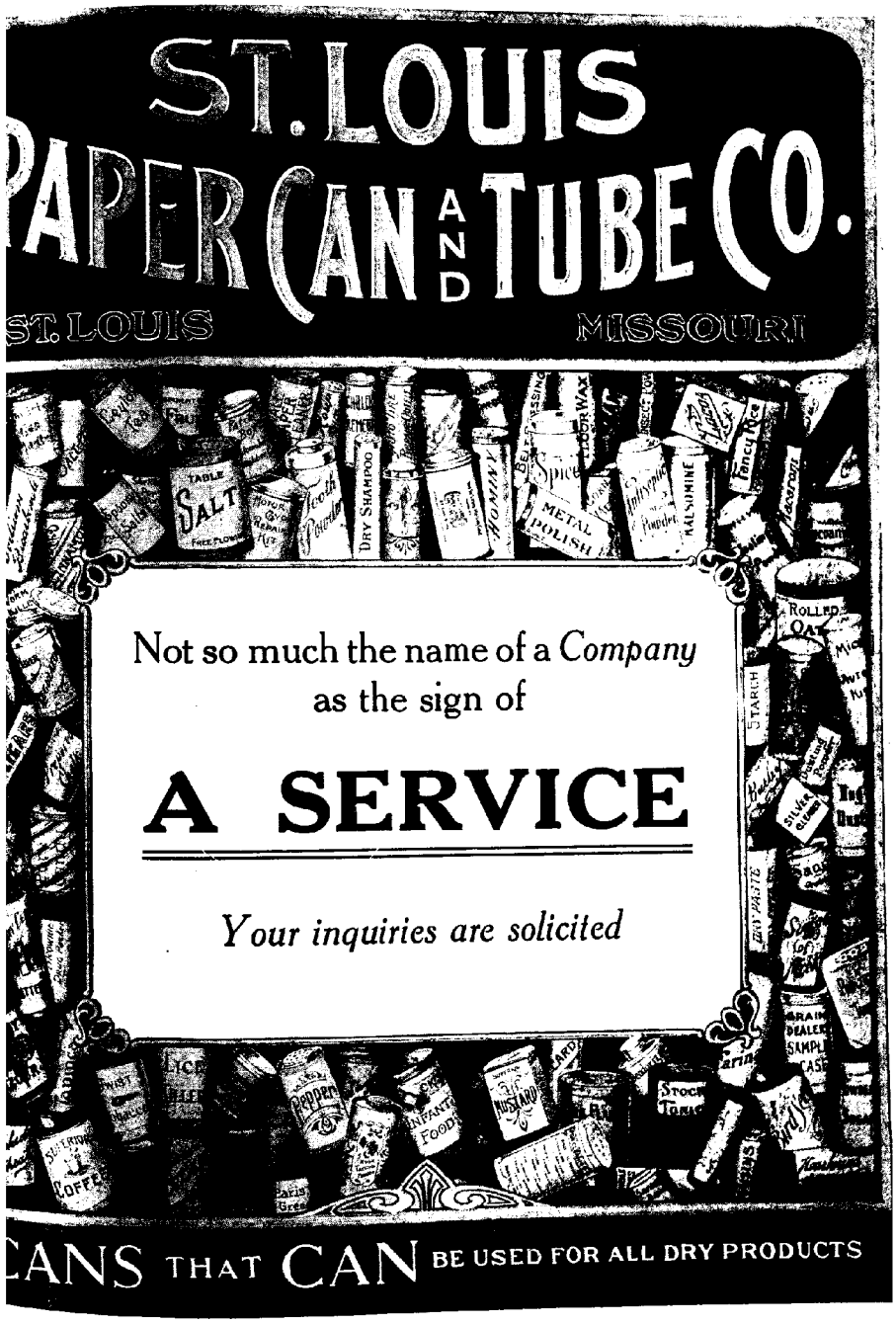
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of 1 per cent in 10 days, cash. These are as against the usual terms of cash less 2 per cent in 10 days; net thereafter.

Tea men here report trade very quiet, with no demand and no going quotations; that is the quotations vary on how bad the seller needs the money and to what price the buyer can induce him to recede. Importers are not attempting to do any business, feeling that a turn in the tide will soon come, though not until after the first of the year. Numerous jobbers have been offered good lots of tea at what seem low prices, but to the wholesaler these offers seem to be gambles, none being willing to buy on a falling market. Notwithstanding this situation, most of the tea men are feeling optimistic, declining to let themselves believe that their business can be any worse than it now is and looking to the future to bring a return to normal.

The wholesale grocery trade has been hard hit by the lack of demand from the retailers who are desirous of selling out the high cost stuff on their shelves before putting in any of the lower priced stock now offered. As a consequence falling values have forced the wholesalers to take stiff losses, especially on canned goods. Amelioration of this condition is expected only when money becomes more liquid, and when that time will come none are prepared to say. In commenting on this situation, especially with regard to maple syrup and molasses, George P. Williams, chairman of that section of the National Canners' Association, which met at the Hotel Sherman on Nov. 13, said that no further drop in the prices of those commodities was possible: "Everybody loaded up with a large stock to supply the demand from the retailer and consumer. Then the bottom dropped out and the wholesalers were caught with a big stock on hand." He commented thusly on the future: "The last few months have upset the expectations of everybody until no one can do more than guess at the future."

Chicago Trade Notes

Charles Brierly, formerly Lipton's Western manager, and now charged with the embezzlement of $70,000 is working in the local office of the concern to prove that he only took $38,000. When he appeared before Judge Pam of the Criminal Court here, Nov. 8, and pleaded guilty of the charge in his indictment, his attorney said: "We want to show mitigating circumstances before sentence is passed. Instead of embezzling $70,000 he took only $38,000. Under the excitement of his acts, while he was manipulating his accounts he made errors. He credited people with payments that he never received. He now offers to go into the office and check up these accounts and show that he actually took only $38,000." The judge granted this request.

F. V. Allain, manager here for the Charles Dittmann Co., wholesaler and importer of coffee, is preparing the itinerary for an extensive business trip about the first of the year that will take him from Pittsburgh in the East, north to Winnipeg, west to the Dakotas and south through southern Illinois, Indiana and Ohio.

John A. Sokol, president of Sokol & Co., importers of food specialities, reports having enjoyed an exceedingly good business in poppy seed, caraway seed, paprika, and dried mushrooms. The tea and coffee end of his business is just normal, he says.

The Great China Corporation, with a capitalization of $20,000 has been formed to manufacture and deal in food products, machinery, merchandise, etc. The principals are Charles E. Heckler, Victor E. Brown and Charles W. Lamborn. Headquarters are at 117 N. Dearborn street, Chicago.

Robert Meyer, new head of the tea department of W. R. Grace & Co., New York, spent several days here early this month getting acquainted with some of the Chicago tea men.

Thos. P. Monahan **G. A. Schmidt**

Monahan Brokerage Company
(INCORPORATED)

Dependable Brokers in Coffee

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AMERICAN CAN COMPANY

L. D. McDowell, of Ruffner, McDowell & Burch, Inc., coffee and sugar brokers, is very optimistic as to the future of the coffee trade. With the short crop this year and the increasing use of coffee, he says the demand is bound to come soon. Prices are varying at present, no steady quotations being maintained. A slightly better tone to the market is indicated by the increasing inquiries during the last few weeks, he says. Fred Kunz, of the New York office of the firm, was here for a few days on his way back from the St. Louis convention, as was John Dupuy, of the New Orleans office.

E. E. Leonard, well known coffee broker of Kansas City, spent some time here the third week of November conferring with friends and business acquaintances.

Clarence Green, of Macy Bros. & Gillet, Inc., tea brokers, finds business in Chicago territory very uncertain, demand being slow and buying of the hand-to-mouth variety. Black teas are down at the bottom, and just where green teas stand is very problematical. "Buyers would perhaps buy more were they able to get the money, and that controls the whole situation," he said.

The local branch of J. Aron & Co., Inc., importers of tea and coffee, under the management of W. T. Callaghan, finds business very quiet, with few buyers in the market, and prices very uncertain.

Among the visitors on the local market during the latter part of the month, some of whom attended the roasters' convention at St. Louis, and afterward stopped in Chicago for a week or so, were these San Francisco men: J. A. Lombard, of J. A. Lombard & Co.; Charles Bain, of Hills Bros.; Wm. Meyer, of the American Finance Co., and Edward O'Brien, president of C. E. Bickford & Co. Walter Stewart, of Geo. H. McFadden & Co., New York, and Mr. Edwards, of Dwight-Edwards & Co., Portland, Ore., were also here.—W. H. A.

OUR LONDON LETTER

The Latest News from Mincing Lane and the Continental Trade Centers

Office of THE TEA AND COFFEE TRADE JOURNAL,
34 Cranbourne Street, London, W. C. 2.

LONDON, November 15, 1920.

THE note in the tea market here is that while fine grades are dear the lower kinds are exceedingly weak. The poorer grades of Cingalese and Javanese, duty unpaid, have made as low as 8 cents per pound. A better price has been secured by Pekoe Souchong. A fair quantity of Ceylon tea has passed into active use and last auctions witnessed an increased percentage of sales to offers. Some fine tippy broken tea has made 50 cents per pound. The inquiry for pure tea is improving in the higher grades, but for average consumption the blends continue to be favored. Good firms are now able to offer favorite blends at attractively moderate prices. A rather better inquiry for China teas has resulted lately and a fair business is passing in fine and finest Gunpowder for export.

I found the Mincing Lane tea market much excited about the recent arrival of the *Manaar* in the Manchester Ship Canal, fully loaded with tea, after 26 days from Colombo. Forty-four thousand packages (the largest consignment of tea ever made from the East for one account), roughly five and a half million pounds, were fully cleared within five working days of the steamer's arrival, and 10,000 packages are already printed for auction. I am informed that this is better than the best pre-war performance. Hitherto London has been considered invulnerable against attack regarding tea.

The lot of the tea planter gives no sign of improvement, and it will be surprising if the scheme

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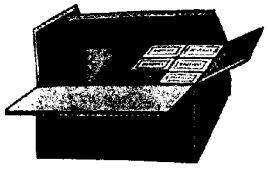

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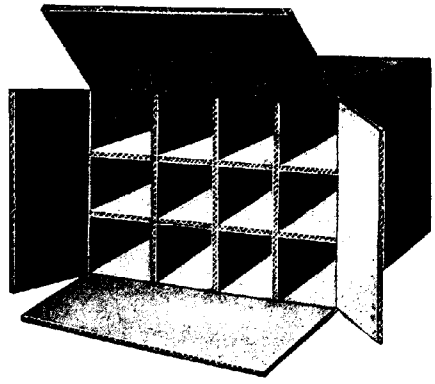

The Rochester Folding Box Co.

Rochester, N. Y.

"Where 10 Million Boxes Are Made a Day"

for output restriction does not meet with general endorsement in India and Ceylon. Indeed, some debate is proceeding as to whether the most unfortunately placed plantation companies would not be well advised to close their gardens altogether for, say, a year. Quite a number of smaller concerns, particularly those working in Cachar and Sylhet, in India, and some of the lower lying portions of Ceylon, produce practically only common teas. These teas cannot be sold at a profit under existing conditions, and there seems little or no prospect of any profit being obtainable in the immediate future. It is therefore hardly to be wondered at if the suggestion is being heard that companies in such a position should consider the question of whether they would not in the end be gainers by a temporary suspension of operations. Even in the case of the plantations producing the finer grades the conditions prevailing in the market are exerting a weakening effect on their position, for the slow sale of tea is tending to diminish their capital resources. While momentarily some little relief was felt by the removal of the license system of exports, the fresh shipments coming forward have swamped any good effect thus produced and less is now heard of expected assistance from this direction.

Coffee Demand Still Poor

Coffee prices are steady but there is no improvement in the poor demand. At the public auctions only parts of the old stock were disposed of, the withdrawn amounts including Guatemala, Salvador, Vera Cruz, Colombian, and Santo Domingo. Stocks from Brazil are reported here to include 2,267,000 bags at Santos and 465,000 at Rio. Deliveries from the interior this year to date are held to greatly exceed those of last season. The supplies of 1919, however, were quite exceptionally small as a consequence of the 1918 frosts.—Thomas Reece.

SALIENT TRADE NOTES

William H. Walsh, advertising manager for the Salada Tea Co., Boston, started early in November on a transcontinental business tour that included stops in all the principal cities from the Atlantic to the Pacific Coast.

Frank C. Peabody, well known in the tea trade of this country, has become associated with Holland's Far East Coffee and Tea Department, Boston. During the World War he served in the Army and after discharge traveled in Europe and Asia.

H. F. Page, formerly manager of the commission and brokerage firm of the late E. B. Harral, New Orleans, has become manager of The Adler Export Company's Board of Trade branch in New Orleans.

Harry C. Christianson, head of the New York sugar firm of H. C. Christianson & Co., died Nov. 17, age 52.

J. A. Lombard, of J. A. Lombard & Co., San Francisco, spent a week in New York during the latter part of November, making his headquarters at the offices of Ruffner, McDowell & Burch.

Donald Lindo, formerly associated with the American Finance & Commerce Co., San Francisco, spent about two weeks in New York during the month. It is understood that he is planning to establish an import and export business on his own account, with headquarters in San Francisco. Mr. Lindo was with the American Finance Co. and its predecessor, Schwartz Brothers, for about seventeen years. He has a wide acquaintanceship in South and Central America.

Louis Wetzelberger, who has been connected with the New York offices of C. E. Bickford & Co., sailed for Brazil on December 1 in the interest of his firm.

O. J. Delfs, formerly of M. Levy's Sons, New

A MERRY CHRISTMAS AND A HAPPY NEW YEAR

"Just try that blend," said the coffee roaster to the traveling salesman. "That is the biggest seller in this territory."
"I know better" said the salesman.
"Well perhaps not the biggest seller" said the roaster, "but by far the best blend."
"Why you're way off," said the salesman. "I can name a dozen better coffees than . . .
The body of the traveling salesman was carefully packed in ice and shipped home that same day.

WM. HOSMER BENNETT & SON, 110 Front Street, New York, N. Y.

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N. Y. Coffee and Sugar Exchange, Inc.

American Spice Trade Association
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COLUMBIA CAN COMPANY

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York, has become associated with Arnold Dorr & Co., New York.

F. J. Nettle, formerly with Jules Maes & Co., New Orleans, has become associated with the coffee department of J. Aron & Co., New York.

The firm name of the J. C. Bulis Manufacturing Co., St. Louis, maker of corrugated fibre shipping cases, has been changed to Robert Gaylord, Inc.

Ross W. Weir & Co., coffee packers, New York, have issued the first number of "The Home Brew," a little four-page leaflet which is to be published monthly for the benefit of the Weir organization. The initial number is a fine blending of the humorous and practical, and its authors deserve much credit for their enterprise.

The Biston Coffee Co., St. Louis, has increased its capital from $60,000 to $250,000, full paid, by a stock dividend absorbing a portion of the surplus. President F. A. Biston reports that the volumes of sales has increased so that his firm now ranks with the leading coffee roasting and jobbers companies of the United States.

The Andersen-Ryan Coffee Co., Duluth, Minn., is planning for increased capacity in the coffee roasting department by the addition of a 500-pound Jubilee roaster with flexarm cooler, granulator with chaff remover, etc. This apparatus will be installed in connection with their present Burns plant.

The Continental Tea, Coffee and Sugar Corp., Brooklyn, N. Y., has been incorporated with $25,000 capital. The directors are Leo Fineberg, 206 Jefferson ave., Abraham Marinoff, 310 So. 4th st., and Samuel Leder, 791 Broadway, all of Brooklyn.

The Southern Coffee and Spice Co., Birmingham, Ala., recently installed a Monitor sample coffee roaster, and a steel-cut grinder, separator and chaffer.

The Salada Tea Co., Ltd., Montreal, recently purchased a ten-story building on St. Laurence boulevard, and has remodeled it for office and factory purposes, somewhat on the lines of the Boston headquarters.

The Amboy Products Co., importer and coffee roaster, Chicago, will shortly re-arrange the roasting department and install new equipment. The apparatus will include a 500-pound Jubilee roaster of the latest type with flexarm cooler and stoner, storage bins, granulator with chaff remover, etc.

Daarnhouwer & Co., 1666 Union st., Brooklyn, N. Y., have been incorporated with $100,000 capital, to do an import and export coffee business.

The Green & De Laittre Co., Minneapolis, has

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A Size for Every Need

SIMPLICITY, SPEED, ENDURANCE—these, plus new improved features of vital importance not to be had in any other machine, have made the DIAGRAPH famous everywhere for 17 years. They assure permanent satisfaction. The DIAGRAPH performs a broader and more useful range of necessary work than is possible by any other construction. That's why you cannot now name the leading shippers in any leading industry anywhere without naming owners of DIAGRAPHS in quantities of from 1 to 100 or more machines. (Also hundreds used by U. S. and British armies and navies and other departments).. That's why it will pay you to see and try the DIAGRAPH first.

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TIN TOP AND BOTTOM CANS

The ideal container in place of expensive tin cans, *Ritchie's* Paraffined or Parchment lined cans hold the aroma, are airtight and non-absorbing. The ideal package for Coffee, Tea, Spices, Cocoanut and all dry foods.

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added to its coffee roasting plant, a Monitor steel-cut grinder, separator and chaffer.

The White Grocery Co., 156 Market st., Newark, N. J., has been incorporated with a capital stock of $100,000.

A. Schilling & Co., San Francisco, recently installed in their coffee grinding department another No. 1 Burns granulator.

The Pneumatic Scale Corp., Norfolk Downs, Mass., invited trade friends to a formal inspection of the company's new plant on Dec. 1.

The Bishopp Coffee Co., Evansville, Ind., has ordered a No. 2 Monitor coffee roaster.

Amendment to charter has been filed by the H. O. Wooten Grocery Company of Abilene, Tex., increasing its capital stock from $300,000 to $1,000,000.

A shipment of coffee roasting and grinding machinery has recently been made to Smyrna, to be operated by A. B. Hatzimarkou. The apparatus includes a No. 7 Burns outfit of half-bag capacity and a Challenge burr-stone puverizer.

Henry Pape, Inc., dealing in grocery specialties, has incorporated with a capitalization of $100,000 H. Pape, East 7th st., Brooklyn, N. Y., is the incorporator.

The Springfield Grocery Co., Springfield, Mo., is operating a complete Monitor coffee roasting plant, which it has just finished installing. This includes a No. 3 roaster, dump cooling car, bins, fans, stoner, piping, package table, coffee shoe, etc.

The W. G. Upchurch Company, a wholesale company recently capitalized at $50,000, has opened for business at Jacksonville, Fla.

A Burns No. 11 coffee grinding mill with motor was recently installed by the wholesale grocery house of T. C. Collas & Co., Memphis, Tenn.

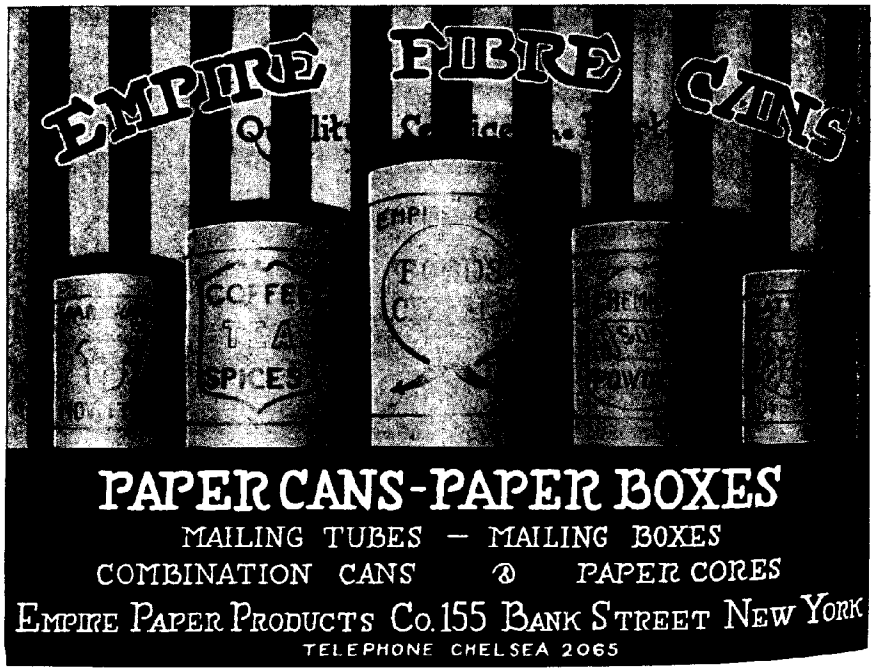
The Market Wholesale Grocers, Inc., 918 W. Randolph st., Chicago, has been organized with capital of $100,000 to manufacture and deal in groceries, spices, coffees, etc. The principals are Alfred Phil, S. E. Contarsy, and Harry Podolski.

The Browning & Baines Co., Washington, D. C., is preparing to install a two-bag Monitor coffee roasting plant.

The Heisig & Norvell Wholesale Grocery Co., Beaumont, Tex., has contracted for a $60,000 one-story building.

The Vance Grocery Co., Henderson, N. C., has bought the business of the Aragon Coffee Co., Richmond, Va., and is continuing the operation in Richmond of the complete 4-roaster Burns plant which the Aragon Co. installed some years ago.

A. Palmigiano & Co., Inc., Rochester, N. Y.,



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For Tea — IDEAL THE PERFECT PACKAGE BOXES — For Coffee

TRADE MARK

WE WANT YOUR BUSINESS

IDEAL CORRUGATED BOX CO., PARKERSBURG, W. VA.

have incorporated with $50,000 capital to transact a general wholesale and retail grocery business.

The Stone-Ordean-Wells Co. Mills, Duluth, Minn., will soon arrange for the installation of another Burns No. 1 coffee granulating outfit, similar to several already in use.

The Miller-Lenfestey Grocery Co., Tampa, Fla., has announced its intention to engage in a wholesale business in that section, starting with $150,000 capital. George S. Lenfestey is president, Harry Waggoner vice president, and R. W. Miller treasurer and general manager.

The Star Cash Stores Co., which operates 40 stores or more in Texas, will soon install additional peanut butter equipment in the headquarters at 3003 Elm st., Dallas. This will include a 4-bag Burns roaster, flexarm cooler, blancher, cleaner, etc.

The Condensed Bluing Co., Chicago, has been admitted to membership in the American Specialty Manufacturers Association.

The Maury-Cole Co., Memphis, Tenn., has added a Burns flat-plate peanut grinding mill with direct-connected motor.

The George Bobb & Sons Co., Columbus, O., wholesale grocer, moved into its new building at the corner of Hickory and Front streets, on Dec. 1.

The Griffin Grocery Co., wholesale grocer and coffee roaster, McAlester, Okla., will shortly rearrange the peanut butter department and install additional machinery. The new apparatus will include another Burns roaster and cooler, blanched-nut cleaner, picking table, etc.

A large and handsome office calendar is being sent to tea and coffee men by the New York Dock Co. In addition to the date pad the calendar shows a colored map of the company's docks and warehouses. Details of the company's organization and facilities are also given.

A PARAGUAY TEA ANALYSIS

The analysis of many samples of Paraguay tea (mate') are reported in the Berichte der deutschen pharmazeutischen Gesellschaft, 30, 22-6, (1920) by C. R. Hennings. He found that the average content is:

Moisture	9.00%
Water-soluble materials	33.10%
Alkaloid	2.10%
Tannin	9.79%
Total ash	6.62%
Water-soluble ash	2.26%
Hydrochloric acid-soluble ash	3.36%
Alkalinity of ash calculated to K_2CO_3	0.69%
Ash of water extract	3.80%
Crude fiber	15.45%
Ether-soluble materials	9.80%
Total nitrogen	2.17%
Resin	9.10%

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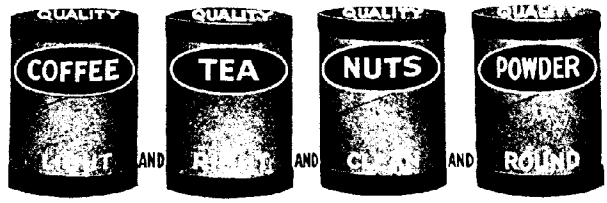

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MILLER FIBRE PRODUCTS CO.

350 WEST ONTARIO STREET CHICAGO

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TEA BALLS

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ESTABLISHED 1909

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Keep this in Mind

It isn't how tender and crisp they are when you ship them, but when they REACH THE BREAKFAST TABLE, that wins admiration for your prepared foods.

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Seal them in KVP Waxed Paper and thus put the "seal" of excellence upon each one.

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MEXICO'S VANILLA TRADE

Describing Cultural and Harvesting Conditions, Trade Classifications and Distribution of Exports

By CHARLES H. CUNNINGHAM
U. S. Trade Commissioner

AT present Mexico employs over 50,000 people in the cultivation and extraction of vanilla—one of the most important of the minor extractive industries of that country. Vanilla is indigenous to the soil of Mexico. It is principally cultivated in the districts of Papantla and Misantla in the State of Vera Cruz, the most productive region lying southeast of Tuxpan, between the Rivers Nautla and Tuxpan.

Vanilla grows more or less in a wild state in the low hills, and with such abundance that it perfumes the air in the vicinity. Formerly this wild vanilla was considered common property. A French colony established on the banks of the Nautla River, which engaged in the cultivation of vanilla on a large scale, met with very satisfactory results. The vanilla grows best in rich, sandy soil not drained too thoroughly. When growing wild it is usually sheltered by the trees of the forest, and in the state of cultivation it is protected by trees planted for that purpose. The temperature most favorable for its production is about 85° F. It grows best at an altitude of 1,000 feet above sea level. The character of the soil, the temperature, humidity, etc., influence the quality of the vanilla, its aroma, and its strength.

There are different varieties of vanilla in the vicinity of Misantla, known as the Misantla beans, which have a coarse bark. They are not so plentiful nor are they considered so good as the Papantla bean. These indigenous varieties are the cimarrór, the mestiza, and the mansa. When they are cured only an expert can distinguish between the various classes. There is also a wild bean known as the vanilla platano, which the Indians eat. This differs from the ordinary vanilla above described (planifolia) in that the plant is much smaller but has larger leaves.

THE HARVESTING PERIOD

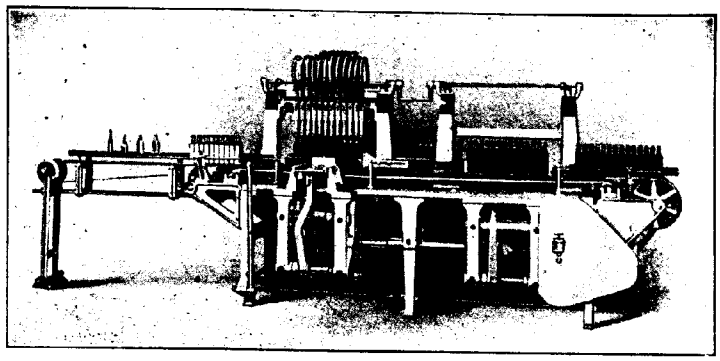
Vanilla ripens most extensively in January and February. However, there is so much demand for the fruit that for many years crops have been prematurely harvested in October and November. As a result the beans weigh a pound less per thousand than they would normally. In compliance with an order of the Government, the authorities were formerly instructed to prevent the harvesting of unripe fruit, but this order has not been enforced. A great deal of that which is produced early is stolen by natives, who realize that they can place the product on the market to good advantage. Many planters have their domiciles and headquarters at a considerable distance from their plantations, and in order to avoid the plundering of their crops they cut the vanilla early, rather than be deprived entirely of the fruit. One of the great problems of the owner of vanilla plantations is to provide against the robbery of their crops.

CLASSES OF VANILLA BEANS

For commercial purposes vanilla is divided into four classes: The large-fine, the small-fine, la zacate, and la basura. The large-fine and small-fine are practically of the same commercial value. The former weighs from 10 to 12 ounces, and each bean is about 20 centimeters long; the latter is from 10 to 15 centimeters and its weight is almost equal to the large-fine. The zacate, which is a large vanilla bean weighing more than the former two, grows more abundantly along the roadsides in the warm and hot regions of Mexico, where formerly its fruit was considered to be without commercial value.

QUANTITIES AND VALUES

Because of the fact that the United States buys most of the vanilla of Mexico the dollar is the basis of price, both for buying and selling. The price paid at the plantation varies from about $2.50 to $3 per pound, while the price in Vera Cruz is about $3.50 per pound. The New York



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Automatic machinery is absolute production insurance.
Your profits depend upon your production.
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STANDARD AUTOMATIC MACHINE COMPANY, Rochester, N. Y., U. S. A.

VANILLA BEANS

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK

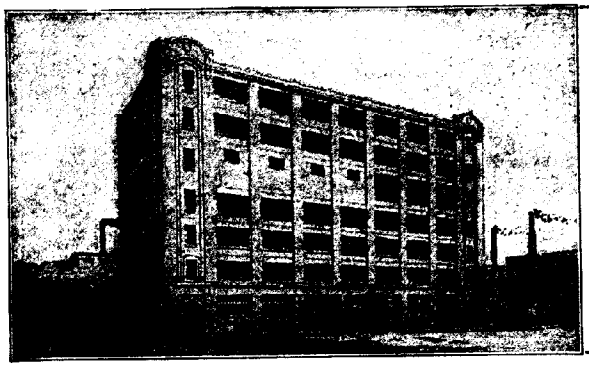
Comores

Bourbon Vanilla Beans
We are direct receivers from the Islands.

Tahiti

Vanilla Beans
Yellow Label
Shipments received at regular intervals.

ANTOINE CHIRIS CO.
18-20 PLATT ST.
NEW YORK



A MODEL EXTRACT PLANT

Here is the new factory and office building recently erected at Fargo and D streets, Boston, for the Joseph Burnett Company, flavoring extract manufacturer. The main offices are on the second floor, while the top floor is occupied by a modernly equipped chemical laboratory. This is accounted a model extract plant.

THE NEW BURNETT COMPANY FACTORY AND OFFICE BUILDING IN BOSTON

price is about $4.50 per pound, with duty paid. Mexico levies an export duty of 1 peso per kilo plus a surtax of 10 per cent. These have been the ruling prices for 40 years.

In 1912-13 exports of vanilla from Mexico to various countries were as follows:

Country.	Quantity. *Kilos.*	Value. *Pesos.*
Belgium	219	4,000
United States	267,089	2,977,355
France	20,339	320,207
Holland	987	11,909
Italy	132	2,000
Total	288,766	3,315,471

In 1918 the following quantities, with values, of vanilla were exported:

Country.	Quantity. *Kilos.*	Value. *Pesos.*
Spain	659	4,730
United States	44,346	500,275
Cuba	1	15
Total	45,006	505,020

During 1919 the following exports of vanilla were made to the countries listed:

Country.	Quantity. *Kilos.*	Value. *Pesos.*
Cuba	19	151
Spain	631	4,665
United States	193,663	2,266,826
France	3,087	61,59
Great Britain	1	1
Italy	1	
Argentine Republic	1	
Total	197,403	2,333,26

GINGER TINCTURE REGULATED

Internal Revenue Commission Rules Tha It Will Be Classed as an Alcholic Preparation Fit for Beverage Purposes

(FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., Dec. 1, 1920.

THE Commissioner of Internal Revenu William M. Williams, has issued the follo ing notice to Prohibition directors relative to e tract ginger:

"On and after ninety days from the date here [Nov. 16, 1920] U. S. P. tincture of ginge whether sold as jamaica ginger, essence of ginge extract of ginger, or by whatever other nan known, is hereby classed as a U. S. P. alcohol preparation fit for use for beverage purposes, a may be manufactured, sold, transpor l and us only in the manner provided for ot simi"

ARCHIBALD & LEWIS CO.
Importers and Grinders
SPICES, SEEDS AND HERBS
Three Hundred percent increase in our business is proof of the striking superiority of our goods. Quality assures success. We have solved the quality problem for others. Let us co-operate with you.
18 DESBROSSES STREET Established 1890 NEW YORK

CORRUGATED FIBRE CONTAINERS
For Freight, Parcel Post or Express Shipments
Buffalo Corrugated Container Co.
27 Imson Street, Buffalo, N. Y.

COLLAPSIBLE TUBES

Our tubes are made of highest grade materials in one of the best equipped plants in the United States.

Flavoring Extract Manufacturers now using these modern flavoring extract containers or those considering their adoption will find it to their advantage to see our samples and get our prices.

A. H. WIRZ, Inc.
CHESTER, PA.

Wholesalers!!

When you are in the market for

High Grade—Pure Flavoring Extracts

Stock or Private Label

WRITE

SHERER-GILLET CO.
17th and South Clark Sts., Chicago
ESTABLISHED 1852

Connoisseurs Use
UNGERER'S
VANILLA BEANS
VANILLIN
COUMARIN
AND
FLAVORING INGREDIENTS

UNGERER & CO.
NEW YORK
Philadelphia Chicago San Francisco

When Writing Advertisers, Kindly Mention THE TEA AND COFFEE TRADE JOURNAL

classed official preparations listed in Section 60 (b) of Regulations No. 60 and Prohibition Mimeograph No. 87.

"Section 94 (a) of Article XVII of Regulations No. 60 is hereby revoked.

"An alcoholic extract of tincture of ginger made in accordance with the process described on Page 469, Ninth Revision of the U. S. P. will be classed as unfit for use for beverage purposes, provided the quantity of Ginger Root used is as follows: Jamaica Ginger No. 30 Powder; 400 grams to make 1,000 milliliters."—LAMM.

A NEW SOURCE FOR VANILLIN

(SPECIAL CORRESPONDENCE)

KINGSTON, JAMAICA, Sept. 24, 1920.—The Government laboratory of Jamaica has been conducting experiments for the production of pimento-leaf oil from pimento leaves. Since these experiments are still in progress, the director of agriculture reports that they are not yet in a position to start production on a commercial scale.

It has been found that pimento leaves yield about 1.8 per cent of eugenol, from which iso-eugenol and vanillin can successfully be obtained. It has also been found that iso-eugenol can be produced by the appropriate fermentation of pimento leaves.

As eugenol is of high antiseptic powers, it is thought that this pimento-leaf oil would find use in the United States as an antiseptic constituent of tooth pastes and toilet preparations besides serving for the manufacture of vanillin. If a market can be found, Jamaica can produce 100,000 pounds of pimento-leaf oil per annum from materials at present wasted.—C. L. L.

ESSENTIAL OIL OF TEA LEAVES

One cubic centimeter of oil was secured by P. van Romburgh (Proc. Acad. Sci. Amsterdam, 22, 758-61, 1920) from fifteen kilograms of freshly fermented tea leaves. This oil was then treated with alkali to saponify the esters which were present, and then subjected to fractional distillation. The two main fractions, boiling 154-6° C. and 156-8° C., were mixed and distilled *in vacuo*. The principal fraction obtained distilled between 75-80° C. at 28-30 mm. pressure, had a density of 0.8465 at 15° C., and an index of refraction of 1.43756 at 19° C. Analysis showed it to have the empirical formula, $C_6H_{12}O$. Its various reactions showed that its structure is probably ET-CH: $CHCH_2CH_2OH$, being the same alcohol as that obtained from Japanese peppermint oil.—TRIGG.

NEW DEPARTMENT HEAD FOR PEASE

Thomas M. Rector, formerly in charge of the Division of Food Technology of the Institute of Industrial Research, Washington, D. C., has been appointed director of the Department of Industrial Chemistry of the Pease Laboratories, Inc., New York. Mr. Rector has been associated in the commercial development of several nationally known products, and during the War served as an officer in the Chemical Warfare Service. He was active in the perfection of the American Army gas mask.

TRADE REFEREES APPOINTED

(FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., Dec. 1, 1920.—At the recent convention of the Association of Official Agricultural Chemists these referees of interest to this trade were appointed for the coming year: *Flavoring extracts:* H. J. Wichman, U. S. Food and Drug Inspection Station, Denver; *Spices,* H. E. Sindall, Brooklyn, N. Y.; *Coffee,* H. A. Lepper, Bureau of Chemistry; *Tea,* E. M. Bailey, New Haven, Conn.—LAMM.

The Decatur Extract Co., with headquarters at Decatur, Ill., has been formed with a capitalization of $10,000 to deal in and manufacture flavoring extracts, etc. The incorporators are Hugh Logan, C. M. Goltra and J. A. McGrath.

COLLAPSIBLE TUBES

of Pure Tin and Composition Metal. Both Plain and Decorated

SPRINKLER TOPS

Ask for Prices and Samples

WHITE METAL MANUFACTURING CO.
1006-12 CLINTON STREET
HOBOKEN, N. J.

VAN DUZER'S STANDARD OF EXCELLENCE CERTIFIED FLAVORING EXTRACTS

This Seal

is on the Certificate which is packed with every bottle of VAN DUZER'S FLAVORING EXTRACTS. It means that this company stakes its reputation of 70 years on the quality of the products.

Van Duzer Extract Co., New York, N. Y. Springfield, Mass.

VANILLAS

of every variety

ESSENTIAL OILS—ETHERS

M. L. BARRETT & CO., Importers
Oldest Vanilla Dealers in U. S. A.
233 W. Lake St. Chicago

PRICE'S VANILLA

Look for the little Tropikid on the label.

DON'T be misled by the greater per cent of profit imitation vanilla extracts offer. And don't be misled into thinking you are doing your customers a favor in selling them extra strength vanilla. In selling extracts you are selling service rather than a commodity and you should realize what quality in vanilla really means.

Price's Vanilla pays you the per cent of profit you need to do business profitably, but it is made not with profit as the big idea but with quality, rich, mellow flavor and that just-right strength which assures good baking results.

Dr. Price's extracts are packed in full 4oz., 2 oz., and 1½ oz. bottles, also 25c and 20c bottles. Order from your jobber or write us.

Price Flavoring Extract Co.
In Business 67 Years
CHICAGO, U. S. A.

THE COCOA AND CHOCOLATE TRADE

¶ A department devoted to the interests of importers, manufacturers and distributers of Cocoa and Chocolate.

LONDON COCOA MEN ANXIOUS

Trading Conditions Are Unsatisfactory and the General Depression Is Causing Anxiety

(SPECIAL CORRESPONDENCE)

LONDON, November 3, 1920.

THE cocoa market remains very quiet and prices are barely maintained. It has been known for some time that the market for raw cocoa was in an unsatisfactory condition, owing to a heavy accumulation of stocks, due to some extent to a slackening retail outlet. In the circumstances, it is not surprising that difficulties have arisen, and Mincing Lane was somewhat disturbed by the knowledge that a firm of some importance had become embarrassed. The liabilities appear to reach rather important figures, but it is possible that the matter may be arranged.

Ecuadorian cocoa, regarded as the best in the world, and which before the war came to Europe, has since 1914 been mainly diverted to the United States. Now again British cocoa, chocolate and sweetmeat makers are being advised that it would be well for them to investigate the possibilities of branch establishments in this republic. Guayaquil itself, cleaned up and flourishing, would offer a good site. Raw cacao and raw sugar are produced in regions only a few miles distant. Labor can be obtained in the neighborhood. A recent British visitor in Ecuador declares he was personally assured by Dr. José Luis Tamayo, president of Ecuador, that British capital and industry would receive not only a welcome but every possible assistance and concession. It is suggested, for example, that incoming capital should be free of all taxation for at least ten to fifteen years, while machinery and equipment for industry should enter free of duty.

It is of course recognized here that Ecuador's former supremacy as a cocoa-producing country has been captured by West Africa and North Brazil, and the precarious situation of this country is realized. Much useful work, however, has been done by the Asociación de Agricultores de Ecuador, established in 1912; since active intervention began, the bulk of Ecuadorian cocoa has passed through the association's hands. Cocoa is bought outright from growers and stored and held for opportune marketing; the costs of operation are met by a special tax of three sucres per quintal (101 pounds), imposed by the Government on all exported cocoa and handed to the association. Among its activities are the encouragement of scientific methods of cultivation and the elimination of disease.

Generally the continued depression in the cocoa trade is causing very real anxiety here, because while it is a rich trade it is out of the question to give usual orders while stocks in London and

JOHN CLARKE & CO.

BROKERS IN

COCOA BEANS

135 FRONT STREET NEW YORK

Special sampling and shipping facilities, insuring good service in qualities and deliveries. Regular Weekly Market Reports mailed on application

Hooton's Cocoa and Chocolate

Insures Quick Sales and Repeat Orders

AMERICAN and DUTCH PROCESS COCOA POWDER
Packed in
Barrels, Half-Barrels, Fifty and Twenty-five Pound Drums

"MOGUL" Brand SWEETENED COCOA
Packed in ½ lb. tins—100 lbs. to case.

"HARVEST" Brand SWEETENED COCOA
Packed in 1 lb. tins—100 lbs. to case.

"HARVEST" Brand SWEET CHOCOLATE and PREMIUM CHOCOLATE
Packed in ½ lb. Cakes—100 lbs. to case.

"HARVEST" Brand BREAKFAST COCOA
Packed in ½ lb. tins—100 lbs. to case.

Samples and quotations furnished upon request.

HOOTON COCOA COMPANY

NEWARK NEW JERSEY

Seggerman Bros., Inc.

Brokers in

COCOA BEANS

AND

CHOCOLATE PRODUCTS

A service, thorough in all departments, is offered to manufacturers who require attention to detail, and are particular as to their gradings of the various cocoas.

S. T. Smith, Mgr. 91 Hudson St.
Cocoa Department New York City

also at Bordeaux remain at their present exceptional total.—THOMAS REECE.

COCOA TRADE NOTES

The Nobility Chocolate Co., Ltd., St. Thomas, Ont., Canada, has been incorporated with a capitalization of $1,000,000

The Horace L. Day Co., Inc., New York, has been incorporated at Dover, Del., with capital of $3,625,000, to manufacture cocoa and products of cocoa beans.

The Chocolate Products Co., Baltimore, is installing a Burns No. 1 raw-cocoa cleaner, together with bucket elevator and other necessary connections.

FRANCE FORBIDS PEPPER IMPORTS

(FROM A STAFF CORRESPONDENT)

WASHINGTON, D. C., Nov. 19, 1920.—The Department of Commerce received a cablegram a few days ago from Commercial Attache Huntington at Paris, advising of a new French government degree prohibiting the importation of pepper into France and Algeria.—LAMM.

CINNAMON FROM CEYLON

(SPECIAL CORRESPONDENCE)

WASHINGTON, D. C., Nov. 13, 1920.—The Bureau of Foreign and Domestic Commerce has announced the receipt of a letter from U. S. Consul Keiser, of Colombo, Ceylon, saying that exports of cinnamon chips and quills from Ceylon during 1920 compare favorably with those of 1919. From January 1 to September 20, 1920, there were 1,588,752 pounds of quills and 1,172,286 pounds of chips exported, compared with 2,391,652 pounds of quills and 1,876,553 pounds of chips for the year 1919. At the present time ordinary assortments are purchased in bales of 100 pounds at an average price of 22 cents, United States currency, per pound.—B. R. W.

NEW TYPE OF SHIPPING PACKAGES

The Cleveland-Akron Bag Company, Cleveland, Ohio, the firm that introduced Saxolin paper bags, which are quite generally used in the coffee and spice trades, recently brought out a similar container which takes the place of a double bag. It is sold under the name of "Coverlin." It is a new type of dirt and dust-proof and aroma-retaining shipping package, made of burlap with paper processed directly to the burlap. The manufacturer states that it sews as readily as an ordinary burlap bag, and the background of paper prints to better advantage. It is also understood to be a time and labor saver.

EAST INDIAN TEA MACHINERY

England supplies the bulk of the machinery used in the tea factories of the Dutch East Indies, according to a report by U. S. Trade Commissioner Fowler. He adds that for nearly all of the 120 tea estates in the islands there is a factory to handle the output, and these mills constitute a market for rolling machines, ball breakers, fans, and drying and grading machines.

NEW YORK BAKING POWDER CO., Inc. (of Delaware) **ALBANY, N.Y.**

Manufacturers of High Grade Baking Powders

Packers of Cocoa, Corn Starch, and Soda

Private Brands Our Specialty *Largest assortment of Stock Labels*

Folding Paper Boxes
for
Food Products, Proprietary Medicines, Etc.

We specialize in High Grade Cartons
made from Patent Coated Board

If you require Quality and Dependable Service send your specifications to

Standard Paper Co., Kalamazoo, Mich.

Board Mill Capacity, 100 tons per day—Box Factory, 50 tons per day

KNOWN HIGH QUALITY

The reputation of

Baker's Cocoa and Chocolate

REG. U. S. PAT. OFF.

preparations for flavor, purity and excellence is such that they are the favorites with consumers and are easily sold.

WALTER BAKER & CO., Ltd.
Established 1780 Dorchester, Mass.

BULK COCOA
IN BARRELS AND DRUMS

Also packed in tins under your

Private Label

We make American and Dutch Process Cocoa

Write for our *Latest Price List* State Style of Packing and *Quantity* Required Annually.

Tell us where you saw this Advertisement.

AMBROSIA CHOCOLATE CO.
331-333-335 FIFTH AVE.
MILWAUKEE, WIS.

THE PROGRESSIVE CHOCOLATE AND COCOA MANUFACTURERS

PIE FILLING
in 16 oz. cans
Lemon, Cocoanut or Chocolate
Your brand or ours

JELLY POWDER
Three packages to a carton

PURE FRUIT FLAVORS

ARCADIA FOOD COMPANY
174 Hudson St. New York. N. Y.

An economic lesson developed by the War is cocoa packed in cartons; will keep equally as good as tin —and cheaper.

MANUFACTURED BY

W. H. BAKER, Inc.

RED HOOK *NEW YORK* WINCHESTER *VA.*

FOR BETTER DELIVERY METHODS

¶ A department for discussion of delivery problems, designed to be of real help to present and prospective users of motor trucks

A WHOLESALER'S TRUCK COSTS

New York State Grocery Firm Shows Comparative Expenses of a Two- and a Five-Ton Motor Truck

THE following comparison of a two-ton and a five-ton truck used in delivering groceries leaves no doubt as to the fact the five-ton is far better for wholesale grocers, but many such firms have need of a lighter truck, and the cost of the two-ton truck mentioned here—11.7 cents per 100 pounds—is very reasonable, considering the short hauls.

The truck comparisons are taken from an article in "Truck Transportation," written by E. J. Rogers, purchasing agent for Brewster, Gordon & Co., the largest wholesale grocery and importing firm in Rochester, N. Y.

The firm at the present time is using five trucks to haul freight between the railroad depots and their warehouses and to make deliveries to their customers.

Two of these trucks—a two-ton bought in April, 1919, and a five-ton bought in March, 1920, are the backbone of their delivery system.

During the six months ended July 1, 1920, the two-ton truck worked 150 days and traveled 3,130 miles, an average of 20.9 miles per day. Its operating cost, including a repair bill of $64.30, was $1,875.80, or $12.51 a day.

The truck hauled 1,175,400 pounds of groceries out of the warehouse and carried 504,000 pounds into it, a total of 1,679,400 pounds hauled altogether. The cost therefore was $2.23 per 100 pounds. The following table gives all figures:

Period covered	6 months
Days worked	150
Miles travelled	8,130
Pounds carried out	1,175,400
Pounds carried in	504,000
Pounds carried total	1,679,400
Tons carried, total	839.7
Total operating cost	$1,875.80
Miles per day average	20.9
Cost per day, average	$12.51
Cost per ton, average	$2.23

During the five months ended August 10, 1920, the five-ton truck worked 125 days and traveled 2,290 miles, an average of 18.32 miles per day. Its operating cost, including a repair bill of $38, was $2,243.32 for the period, or $17,946 per day.

The truck hauled 2,905,000 pounds of groceries out of the warehouse, and carried 1,120,000 pounds into it, a total of 4,025,000 pounds hauled altogether. The cost therefore was $2.23 per ton, or 11.17 cents per 100 pounds. The following table gives all figures:

The tabulated figures are:

Period covered	5 months
Days operated	125
Miles travelled	2,290
Pounds carried out	2,905,000
Pounds carried in	1,120,000
Pounds carried, total	4,025,000
Tons carried, total	2,012.5
Total operating cost	$2,243.32
Miles averaged per day	18.32
Cost per day, average	$17,946
Cost per ton, average	$1.114
Cost per 100 pounds, average	$0.0556

A cost of a little over 5 cents per 100 pounds for hauling groceries is very low, and consequently very satisfactory. It is noticeable, moreover, that the hauling cost with the five-ton truck is less than half what it is with the two-ton. This proves that the five-ton is much better adapted to their work.

This low cost is the more remarkable because the five-ton truck averages only 3.22 miles to the gallon of gas, and sixty-three miles to the gallon of oil. This is due entirely to the short runs and long stops for loading or unloading. The truck is often out all morning, without covering more than nine miles. The engine will be running all the time, and so keeps up the consumption of gasoline. Were it possible to shut off the motor at each stop the mileage would be considerably increased, probably to about four and one-half miles to the gallon.

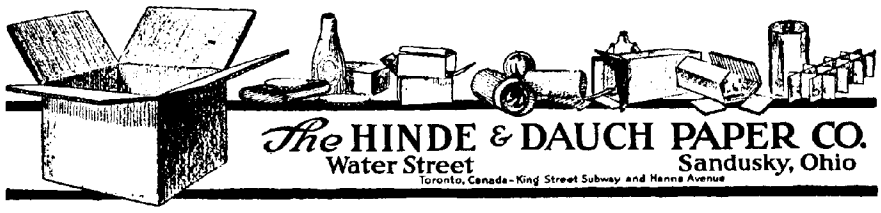
COFFEE SUBSTITUTES

Want to hear from those interested in a wonderful filler, that is in itself a beverage of delicious flavor. For further information and samples, write

A. W. TRUEMAN, Albany, Ga.

H & D Packing Materials

IN nine big factories H & D Corrugated Fibre Board is fashioned into a myriad of different forms. Boxes, large and small, containers of every conceivable shape and structure, rolls, wrappers, protective pads and partitions—all have their part to play in the packing of a thousand different shipments. H & D Packing Materials are at the service of shippers everywhere.



The HINDE & DAUCH PAPER CO.
Water Street Sandusky, Ohio
Toronto, Canada—King Street Subway and Hanna Avenue

Our 1921 Schedule of

PRICES

On Plain and Decorated

TIN CONTAINERS

Is Surprisingly Low

Send Us Your Inquiries for
Large and Small Quantities

FEDERAL TIN CO., INC.

Charles and Barre Streets **BALTIMORE, MD.**

Representative, Chicago District,
SPAULDING BROS., 20 E. Jackson Blvd., Chicago, Ill.

TEA AND COFFEE PREMIUM TRADE

¶ A department devoted to the interests of users of Premiums, Advertising Specialties and Novelties in these trades.

BENEFITS OF PREMIUM GIVING

The Soundness of the System as an Advertising Principle in Present-Day Merchandising*

By ESTEN W. PORTER
NEW YORK

THEY say that 90 per cent of the power generated in running a steam engine is wasted. In publicity advertising the percentage of wasted power is certainly high. When you enter the public prints you pay for circulation. But how many readers never see your advertisement? How many pay no attention to it?

With the premium method of advertising it is different. There is a special inducement that will make them purchase your goods. One of the strongest points in premium advertising is its economy in proportion to the results. A vigorous advertising campaign in public prints costs a small fortune. A premium advertising campaign of equal vigor costs comparatively little—and why? The heavy cost of publicity advertising lies in the wholesale expenditure of ammunition. The premium method of advertising fires no broadsides—no random volleys. Every shot is a single shot—an aimed shot, one bound to reach its mark. One shot that hits is worth a thousand that miss, and it costs a thousand times less.

PREMIUMS SUPPLEMENTAL—NOT SUBSTITUTIONAL

In what I have said, it may seem that I am antagonistic to other systems of advertising. I am not. I believe in them earnestly and know full well the good to be derived from their use. Indeed, one should supplement the other. When premiums are made a part of the general program and used in connection with space advertising, they will greatly augment the effectiveness of the latter and make the expenditure along that line more definite and certain of results. Let the manufacturer just add the magic line: "A coupon in every package," or, "Save the trade-mark for valuable premium," and the space advertising will become one hundred per cent effective.

THE SUBSTITUTION PROBLEM

A short time ago I asked the sales manager of one of the largest concerns in the country what, in his opinion, was the most valuable feature of premiums from the manufacturer's standpoint. He unhesitatingly replied: "The prevention of substitution by the retailer of another brand for the one called for." Premium advertising solves the substitution problem.

"No," says the retailer, "I haven't that brand, but I have something just as good at the same price."

Dollars to doughnuts, the customer will accept the "just as good" unless the brand called for offers a special inducement.

The premium is the plus that defeats this substitution. With a premium in mind the customer will insist on your brand.

It is human nature to get as much as possible for your money. The buying public is intensely human in this respect, and quality plus premiums mean increased sales.

Advertising is following the stiffest line of resistance without premiums. The premium is the last urge that makes the sale.

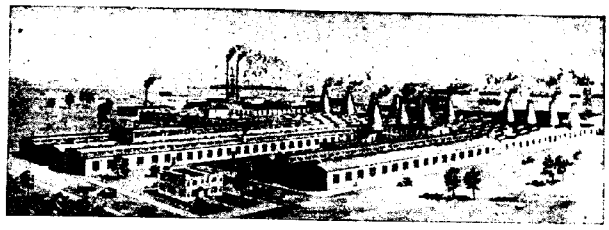
Retailers are quick to recognize the demand by brand name. The premium coupon saver will not be put off by substitutes. The brand that offers premiums, providing the quality is right, has that much advantage over non-premium brands.

The premium inducement meets the situation. It is true profit-sharing, and the average consumer fully appreciates that fact. It is "good-will" advertising, and its success lies in the fact that it appeals to the self-interest of the individual.

Thousands of consumers, acting upon the notice appearing upon the coupon found in the package or the notice upon the label and in the general advertising, send for the premium catalog. The catalog is studied in the home. Each mem-

* Excerpts from an address delivered at a convention of sales and advertising men in New York by the president of the Premium Service Co.

To Members of the National Coffee Roasters Association



A good Chinaware premium will move your Coffee faster than cut prices. Get samples and prices from the World's most modern Pottery.

THE LIMOGES CHINA COMPANY

SEBRING - - - - - - - OHIO

W. I. GAHRIS, President

A PREMIUM

Dear to the Heart of the Housewife

Combination Percolator and Teapot is ornamental panelled design. Two quart, nine cup capacity. Perfect in operation and workmanship. Pure aluminum, heavy gauge, with strong effective percolating device. Designed for trade promotion in connection with high grade teas and coffees. Samples submitted for the approval of any rated concern.

ALUMINUM PRODUCTS COMPANY

DEPARTMENT "A" LaGrange, Illinois

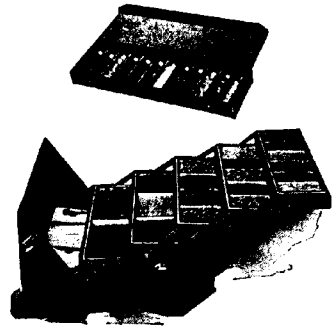
SAMPLE CASES

KNICKERBOCKER "MADE RIGHT"

for Tea, Coffee, Spices

All Bottled, Jar and Package Goods, etc.

Ask for Complete Catalog No. 76



KNICKERBOCKER CASE CO.

230 N. Clinton St. CHICAGO, ILL.

ber of the family has seen something that he or she would like to have. The woman has set her heart upon some silverware or an article of furniture—things she might never be able to purchase with money. The girl sees a manicure set or piece of jewelry, and the boy a baseball or a pair of roller skates. Even the old man, himself, is not unaffected, and he looks forward to the time when it will be his turn to get the premium, and has already decided upon a watch or pipe.

SUBSTITUTION WON'T "GO"

Think you that substitution will "go" with this family? Not much. They will turn their backs upon the dealer that does not have *that particular brand* and will try another and another. The retailer is not, perhaps, particularly worried over the loss of the sale of that one article; but a matter of much more serious import is the fact that he is putting his customer in touch with *another dealer,* who might not only sell her, we will say, the milk, but also supply her needs in the coffee, flour and soap lines as well.

Such a dealer will prove an easy customer when the salesman for that brand arrives, and if the salesman is long delayed, he is very likely to send to his jobber for some of the goods.

What possibility think you there would be for substitution of another brand in the case of a family that had two-thirds of the number of labels required for a desired article?

PREMIUMS PAID FOR

It is often possible to make a premium scheme pull without any material expense. This is done by asking the customer to pay a portion of the retail price of that premium. In operating this plan, a premium should be selected that will be something of general every day use in most families, something that will appeal to everybody. A set of dishes is a good premium item. Issue coupons with all cash purchases and offer, when coupons to the amount of $25 are turned in, to supply the premium upon payment of a fraction of its value. If a small set of dishes can be bought for $3.50 per set, make the offer of the set for $2.50 when accompanied by the coupons. This plan reduces the premium cost very materially and interests the customers.

METALGLAS
THE BRIGHTENER
POLISHES ANY METAL OR GLASS SURFACE
Write today for our Special Offer to Tea and Coffee Trade
ECLIPSE MFG. COMPANY
Indianapolis, Indiana

Krispy Krust

the modern pastry, containing just the correct proportions of all the necessary ingredients for quickly and easily making all kinds of pies, tarts, cream slices, cheese sticks and every other form of delicious pastry. No trouble, no failures, no fuss. You simply add water, roll out and bake. Guaranteed absolutely pure and wholesome in every respect.

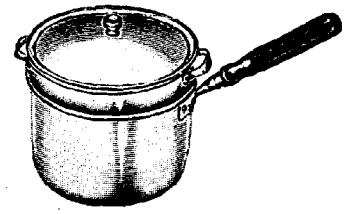
Samples, prices and descriptive literature gladly sent upon request to all dealers wishing to participate in the success of this new product.

Originated and Manufactured by the

FEDERAL PURE FOOD CO.
CHICAGO

Inventors of Cocoanut Creme Custard

ALUMINUM UTENSILS FOR PREMIUMS



OUR 3 PIECE COMBINATION COOKER

Made in 1, 2 and 3 Qt. Sizes

Write us about your requirements. A beautiful celluloid 5 in. pocket rule is yours for the asking.

STERLING ALUMINUM CO.

Manufacturer of Aluminum Kitchen Utensils

ERIE, PA.

OVER THIRTY YEARS AGO

we began originating special advertising plans for the TEA & COFFEE TRADE and we have kept everlastingly at it.

TODAY we offer one of the most attractive low priced plans ever conceived.

A SUCCESSFUL PLAN being used by SUCCESSFUL DEALERS.

Chinaware as an advertising Medium will bring greater results today than ever before.

Write today for full particulars

PROMPT DELIVERIES

THE SEBRING POTTERY CO.

Est. 1887

Charles L. Sebring, Pres. **Sebring, Ohio**

A BUYER'S MARKET

So Different From What It Has Been

Do your brands carry Trade-mark and Sales Insurance to keep consumers buying your brands instead of others during the dull season?

IT CAN BE DONE

The *Premium Inducement* will do this without fail when there isn't any striking difference in price and quality. Something special must be done now if Sales are to be maintained. Merchandise with a premium inducement always has the buyer's preference in a buyer's market. Think back a few years and investigate now the business of manufacturers who kept on giving premiums, you will find this statement correct.

There are many lines of merchandise which lose their identity at time of consumption. Premiums are particularly valuable for such.

OUR PREMIUM SERVICE

does not require the purchase of coupons or trading stamps, nor the carrying of premiums. It involves no detail and is self-sustaining. It is "Good-Will" advertising. It helps the dealer move the goods.

Our booklet, "The Why of Premium Giving," mailed free on request.

The Premium Service Company, Inc.

Eaton W. Porter, *President*

50 and 52 Franklin St., New York City

Telephone 1130-1131 Franklin

PRICES CURRENT

Wholesale and Retail

As of December 3, 1920

Prices to Wholesalers

GREEN COFFEE

(250 Bags or Over)

Brazil Grades.		Line or Grade Price.	Cup Selected Price.
Santos	7	9¼	9¾
"	6	9¾	10¼
"	5	10	10¼
"	4	10¼	10½
"	3	11	11¼
"	2	11¼	11½
Rio	7	7⅝	
"	6	8	
"	5	8½	
"	4	8¾	(No Rio Cup Selections)
"	3	9	
"	2		

GREEN COFFEE, MILD GRADES—LINE OR GRADE PRICES—

(250 Bags or Over)

Maracaibo—		
Truxillos	10½	@
Bocono	10¾	@11¾
Tovar	10¾	@11¾
Merida	11¾	@12¼
do washed	12	@13¼
Cucuta—		
Ordinary	10¾	@
Fair to good	11½	@11¾
Primetochoice	12½	@13
Fancy	13¾	@14¼
Laguayra—		
Caracas	10	@10¼
do washed	11½	@13
Porto Cabello	9¾	@10
do washed	11	@12½
Colombian—		
Ocana	10	@11
†Bucaramanga	11½	@13½
†Tolima	13	@14
†Bogotas	7½	@14¾
†Medelin	8¼	@16¼
†Manizales	8¼	@15¼
Mexican—		
Cordoba	10½	@11
do washed	12	@13½
Coatepec	11½	@12
do washed	13	@15
*Oaxaca	11	@11½
*do washed	12	@14
Costa Rica—		
Common	7	@ 9
Fair to good	12	@13½
Primetochoice	14	@14½
San Salvador	10½	@11
do washed	11	@13
Nicaragua—	10	@10
do washed	11	@12½
Guatemala Coban—		
Common	7	@ 9
Fair to good	11½	@13
Prime to choice	13½	@14
do unwashed	10½	@11
Puerto Rico—		
Unwashed	10	@10½
Washed	11	@12½
Hayti—		
Unwashed		@..
Washed	11	@13
Jamaica—		
Ordinary	9½	@10
G'd ordinary	10	@10¼
Washed	11	@12½
East India—		
Padang Int.	22	@24
Corinche		@..
Kroe		@..
Timor		@..
Private Estate		@..
Fancies	22	@24
Abyssinian		@..
Mocha—small	24	@..
Liberian—		
*Straits	9	@10
*Surinam	9	@12
Pamanoekin	12	@14

*Nominal because of small arrivals.

†Common to fancy.

TEAS

CHINA AND JAPAN—LINE PRICES

(75 or More Packages of One Number)

Foochow—		
Common		@....
Fair		@....
Good		@....
Superior		@....
Fine		@....
Formosa—		
Fair	12	@13
Good	13	@15
Superior	15	@18
Fine	22	@25
Finest	30	@35
Choice	40	@45
Choicest	60	@75
Fancy		@
COUNTRY GREEN		
Gunpowder—		
Extra	50	@55
Firsts	38	@42
Seconds	35	@37
Imperial—		
Firsts	30	@35
Seconds	25	@28
Thirds	20	@24
Young Hyson—		
Extra	45	@55
Firsts	37	@40
Seconds	25	@27
Thirds	20	@24
Hyson—		
Seconds		@..
Thirds		@..
PINGSUEY		
Gunpowder—		
Pinheads	50	@52
Extra		@
Firsts	40	@42
Seconds	35	@38
Thirds	30	@32
Imperial—		
Firsts	30	@32
Seconds	25	@27
Thirds	22	@24
Japan—		
Basket fired	20	@65
Pan fired	19	@60
Congou—		
Common	8	@10
Good	12	@15
Superior	18	@22
Fine to finest	25	@28
Choice to choicest	35	@45

INDIA AND CEYLON—LINE PRICES

Pekoe Souchong	18	@20
Pekoe	20	@21
Orange Pekoe	25	@26
Ceylon—		
Pekoe Souch'g	16	@17
Pekoe	18	@35
Orange Pekoe	20	@40
B. O. Pekoe		@..
Darjeeling—		
Fancy Orange	75	@1.00
Java—		
Pekoe Souchong	12	@13
Pekoe	14	@15
Orange Pekoe	20	@22

SPICES—FIRST-HAND PRICES

Black Peppers—		
Singapore	9½	@ 9¾
Acheen A		@..
Acheen B		@..
Acheen C		@..
Lampong	9	@ 9¼
White Peppers—		
Singapore	19	@19½
Penang		@..
Muntok	19¼	@19½
Heavy—		
Aleppy	11	@11½
Tellicherry	12	@12½
Red Peppers—		
Mombassa	24	@25
Japan, Chil	18	@19
Cloves—		
Zanzibar	28	@29
Amboyna	27½	@28
*Penang		@..
Pimento	5½	@ 6
Cassia—		
Saigon rolls	26	@30
China, rolls	7	@ 7¼
do sel, bk	6¼	@ 6½
Kwangsi	16½	@17
Batavia, Ext.	11	@12
do short stick	9½	@10½
Cinnamon—		
Ceylon	26	@33
Ginger—		
Japan	10½	@11
Cochin-ABC	13½	@14
do D	13	@13½
Lemon	13½	@14
African	9¾	@10
Jamaica	23	@26
Nutmegs—		
75s to 80s	19	@20
105s to 110s	18	@19
Mace	26½	@37

COCOA—FIRST HAND PRICES

Accra	8	@ 9
St. Thome	10	@11
Bahia	7½	@ 9½
Caracas	12½	@13
Costa Rica	9	@10
Guayaquils—		
Arriba	11	@12
Machala	10	@10½
Caraques	10	@10½
Cuban		@..
Dominica	12	@12½
Grenada	12	@12½
Hayti	6	@ 6½
Jamaica	8	@ 8½
Maracaibo	18	@22
Porto Cabello	14	@18
Para	9¾	@10
Sanchez	7	@ 7½
Surinam	11	@12
Trinidad Est.	13½	@14

Prices to Retailers

COFFEE

(BAG LOTS—130 POUNDS)

Kind of Coffee.	Green From	Green To	Roasted. From	Roasted. To
Santos	14	17	17⅝	21⅛
Santos Peaberry	16	20	20	24¾
Rio	10	11	12¾	14
Maracaibo	14	17	17⅝	21⅛
Caracas	16	20	20	24¾
Bucaramanga	16	20	20	24¾
Bogotas	16	21	20	25⅝
Mexican	16	21	20	25⅞
Costa Rica	16	21	20	25⅞
Guatemala	16½	22	20½	27⅛
*Jamaica	..	..	..	..
Padang	33	36	40¼	47⅝
Mocha	36	39	43¾	47⅞
*Abyssinian	..	..	..	..
Java	32	39	39	47¾
Porto Rico	22	24	29½	36⅝

*No quotations are being made.

TEAS

(SINGLE PACKAGE LOTS)

	From	To
Formosa	18	45
Foochow	..	..
Congou	19	55
Japan P. F.	25	50
" B. F.	28	60
India	22	40
Ceylon	22	50
Gunpowder	19	50
Young Hyson	20	36

What Is Your Advertising Dollar Buying?

High prices of materials and increased overhead have made necessary a stricter economy along mercantile lines.

Advertising should be considered as well as the commodities in which merchants deal.

By choosing only those publications whose circulation is accurately measured, you not only practice economy in your advertising, but are assured that your money is buying a definite quantity of circulation.

THE TEA AND COFFEE TRADE JOURNAL'S circulation is measured by the Audit Bureau of Circulations. Advertising placed in its columns is an economical investment.

J. HENRY YOUNG GEO. N. JESSEN

YOUNG & JESSEN

COFFEE

230 N. WABASH AVENUE

LONG DISTANCE PHONES
CENTRAL 5344 5345

CHICAGO

MALT CEREAL

The finest, Purest Coffee substitute

We malt only the choicest carefully selected Barley. Shipments in 100 pound double bags. Special low prices to the trade.

Write for samples and quotations

Milwaukee Importing Co.
506 37th St. MILWAUKEE, WIS.

FARRINGTON'S

THE G.B.FARRINGTON CO.
NEW YORK
ESTABLISHED — 1804

THE PRACTICAL RETAIL GROCER

¶ A department devoted to the discussion of problems which vex retailers; telling how to arrange, display and sell goods; how to systematize; how to advertise; how to obtain the maximum efficiency in the grocery business.

THE RETAILER'S STOCK

How to Determine the Right Quantity of Goods to Carry to Obtain the Most Profit and Hold Trade

OVER-STOCKING has been called one of the sins of the retail grocery trade; and it is one of the phases of the business which every merchant should thoroughly understand if he would succeed. Recently Armour & Company's "Better Business" department discussed this subject in one of its bulletins, in this way:

The amount of goods a merchant sells in a given time must determine the amount he puts in stock. As a basis for figuring, it is suggested that the merchant take the volume that he has sold the last previous year and the year before that. Suppose last year the merchant sold $20,000 worth of goods. He is reasonably sure of selling that amount this year—perhaps more. Therefore, he will need $20,000 worth of merchandise during the course of the year. Very few merchants would think of buying that amount at once. As a rule, the average retailer who handles only that volume would not have the financial resources to swing the purchase even if he desired. Anyhow, demand changes with the season; new goods come on to the market; the Summer's market basket differs from the Winter; prices change and goods get stale when kept too long.

There are many reasons why he would not want to load his entire year's stock at once. That is a good sound policy but the merchant must know how much he ought to buy. He ought to buy only that which he is reasonably certain of selling quickly. Of course, having goods in stock when customers call for them is vital to success in retailing, but anything above that is over-stocking.

Buying Semi-Monthly

On a basis of $20,000 worth of goods a year, the merchant needs normally, $1,666.66 worth of stock a month. Nevertheless, it is unnecessary for the merchant to buy even that much all at once. Perhaps he may not have the capital on hand to buy that much for next month, to pay for it, to pay for all operating expenses and to carry him over in case business should be dull. But then, he can buy fifteen days' supply for $833.33. Therein is a very important privilege. Years ago merchants had to lay in heavy stocks for all Winter or for three months. Sources of supply then were far off and not easily accessible. Today the sources of supply are near at hand and the merchant can order frequently, and the house with which he deals should be organized to give him the necessary service. That same house, if it is interested in the merchant's welfare, as it should be, is advocating that the merchant buy only what he needs; sell it; turn over his working capital and then reinvest.

Turnover is on the lips of almost every merchant these days because they know that turnover is the thing that brings profits. Therefore, the merchant should insist that the wholesaler, or the manufacturer, or the jobber from whom he buys must have facilities organized for the purpose of aiding in rapid turnover.

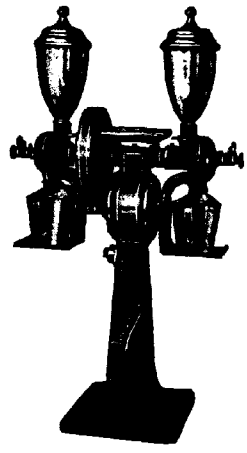
How to Calculate Needs

The merchant should buy only what he is reasonably sure of selling. The amount of his sales should determine the quantity that he carries in stock. The kind that he carries in stock must be dictated by service. Service does not mean physical activity alone; it consists of recognizing the need of the buyers in the community; selecting and stocking the goods that meet that need one hundred percent; of making it easy and pleasant for the customers to get the goods. Service requires that the merchant study the needs of his community; that he stock the right assortment and that he display the goods on his shelves and in the window properly, and that they should be "sale quality" goods, of course. That is, they should be the kind that you can recommend in the store and they should be the kind that in turn will recommend the merchant in the home.

How Much to Buy

In figuring the amount of stock, a merchant should be guided entirely by the amount that he can sell; but, in estimating the character of the goods he should handle, the merchant must be guided by his knowledge of the community's needs, and he should remember always that no matter what the assortment may be, the quality must be right. Both of those features must be taken into consideration when orders are placed.

The successful merchant today must keep a stock record book and he must study it constantly. For example, he should say to himself:



No. E9311. Rapid Grinder
Hopper Capacity 5 lbs.
Floor space 27 x 22¼ in.
Height 63½ in.

UNIVERSAL

ELECTRIC COFFEE MILLS

Practically everyone likes good coffee. People will go out of their way to the store that sells it, and they incidentally buy other things. Coffee freshly ground in a UNIVERSAL Mill is more satisfactory to your trade and more profitable to yourself than canned coffee. It makes for paying staying trade.

Order from Your Jobber

TRADE UNIVERSAL MARK

LANDERS, FRARY & CLARK
NEW BRITAIN CONNECTICUT

"Here is such and such a line. How much money have I invested in it and how fast is it turning over? How much actual net profit is it making me during the course of the year? And what is this other line doing? And that one over there?" It is important that the merchant know those things and he should know them accurately. A stock record book will tell him. It will inform him when he bought this lot of goods and that, how much he bought and when he had to reorder. It will guide him as to what he should keep on selling. It will indicate the goods that are turning over his working capital and bringing him a profit.

To summarize. The question of the amount of stock that is to be carried resolves itself to this: Keep your stocks down to what you can sell quickly. Choose the goods that fit the need of your community. Know exactly where you stand so that you may be in a position to show your banker where you stand, if the occasion should arise. Keep a stock record book.

FALSE ADS INCREASE COSTS

It Is More Expensive to Sell Goods to a Consumer Who Has Been Deceived by Untruthful Advertising

A BULLETIN recently issued to the merchants of Portland, Ore., by the Better Business Bureau of that city, calls attention to the fact that it costs more to advertise to people who have been fooled by advertising. Since this is true, says the National Vigilance Committee of the Associated Advertising Clubs, it is apparent that every advertiser should, in the interest of economy, check up his advertising with the greatest care. Said the Portland Bureau:

"Our shoppers have brought to light that some of our retail stores advertise a well-known brand of merchandise at an attractive price, and in displaying these articles in some attractive place, they not only include the advertised merchandise, but mix in other merchandise of inferior quality or other makes, which sell regularly at the price quoted in the sale.

"Apparently it is the idea to 'work off' regular stock if possible, on the public who respond to the advertisement.

"This, we believe, is a most detrimental practice, and every precaution should be taken to eliminate it, or the customers' confidence will soon be destroyed in the concerns who resort to such practices.

"Business men are becoming aware of the fact that as individuals, and as a group, business houses cannot afford to attempt to fool the public. It costs more to advertise to people who have been fooled."

"Every time a merchant or manufacturer tries to fool the public, he increases the difficulty and therefore the cost, of selling goods," adds Merle Sidener, chairman of the National Vigilance Committee.

THE GROCER'S COFFEE TRADE

How to Buy, Handle and Sell, With Some Suggestions for Making Profitable Blends

By HENRY LOHMANN
Brooklyn, N. Y.

THE principal grades of coffee are: Santos and Rio from Brazil, Bogotas from Colombia, Mexican from Mexico, Sumatra and Java from the East Indies, Mocha from Arabia, Maracaibo and the so-styled Plantation (a term used much in the New York City stores) from Venezuela, also the famous Costa Rican coffees.

HANDLING COFFEE

Great care should be taken in handling coffee. If a heavy roast, it will sweat in any kind of weather; but in damp weather, will become tough and lose in flavor. This same condition applies to all roasted coffee. Immediately on receiving coffee from the jobber or roaster, it should be put in a tin receptacle and kept air-tight. Green coffee will keep under favorable conditions and will become mellow with age, but will lose more in the roast.

In the stores that sell the most coffee, you will find an aroma of coffee about the place. Where fruits and vegetables are kept indoors, and other odors exist, coffee exposed in open bins and pasteboard packages will become permeated by the odors, the flavor will be spoiled, and the customer will condemn them and will buy elsewhere.

To build a good trade, coffee should be roasted every day or two; but to the man who has no roaster, I would suggest replenishing his stock once or twice a week.

SELLING COFFEE

Every grocer should study what kind of roast his trade requires, whether it be light, medium or dark; also if they prefer bean, coarse, fine or pulverized ground. Some consumers use percolators, or make coffee by pouring on boiling water and setting aside to draw; others pour on the boiling water and let it boil a short time.

Keeping a Good Store

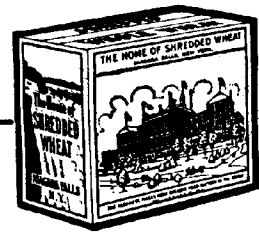
that conforms to all the sanitary requirements of the law, with everything arranged in apple-pie order, is a source of pride to the owner, but will not yield a profit unless there is a quick turn-over in packaged specialties.

Shredded Wheat Biscuit

stands at the top of all packaged foods and yields a steady profit because the demand is always a little greater than the supply. Another new factory now under construction with increased manufacturing facilities in the four model factories now in operation, will soon enable us to give your customers all the Shredded Wheat they want.

Made only by

The Shredded Wheat Company, Niagara Falls, N.Y.



FRANKLIN GOLDEN SYRUP

is known to the housewife through its use on the table and in cooking.

Its steadily increasing demand indicates the housewife's approval.

The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown, Golden Syrup

If this study is followed out, you can get a line on how much of each grade of coffee will meet your requirements. Always buy your coffee in the bean and, if possible, grind it fresh for your trade. The odor of ground coffee in the store stimulates trade and is a pleasant reminder to the consumer that she needs some.

BLENDS

Blended coffees give better cup quality. A favorite blend for the medium trade is made by mixing equal parts of Bogota, Santos and Maracaibo. For better trade try one-fourth Santos, one-fourth Maracaibo, and one-half Bogota. For the cheaper trade use one-fourth Bogota, one-fourth Maracaibo and one-half Santos.

These coffees can be purchased in different grades to suit the class of customers.

An attractive window display every week or two featuring coffee (changed every day to keep up appearance) will create a demand; also keep coffee in an attractive spot in the store.

After the customer has ordered all she wants to buy, suggest trying some of your coffee, and have a sample handy, enough for two cups, with the price on package and a printed suggestion that it is a sample of your ( ) blend.

Wrap your coffee up in a nicely gotten-up bag, printed with your name and address, the name of the blend, a money back guarantee if the coffee does not suit, and sealed, not tied with a string.

Convince your customer you are an authority on coffee. She will have confidence in your ability to blend the right grades, and will give it a trial. Have a special sale once a week on your blends.

PROFITS

Costing	20c	sell for	28c	profit	30%
"	25c	" "	35c	"	30%
"	30c	" "	42c	"	30%

This should be a sufficient profit on any grade of coffee.

PACKAGE COFFEE

Nationally advertised coffees give a quick turnover and are generally sold on a smaller margin than bulk coffee. Every dealer should carry some, also the jobber's brand, but not too many.

I am a firm believer that if the grocer will use his head, he can get his entire trade to use his own brands and blends and keep the business. Display signs, talk coffee continually, be liberal with the samples, keep good coffee, have an attractive and clean store, and your customers will do the advertising for you.

TRADE BOARDS AND GROCERS

Chamber of Commerce of the U. S. Says Every Activity of Local Chambers Affects Retailers

"EVERY activity of a chamber of commerce which increases the purchasing power of its community and the surrounding territory has its effect upon retail business," according to a conclusion reached in a bulletin just issued by the Organization Service Bureau of the Chamber of Commerce of the United States, Washington, which sets forth the activities of commercial organizations in retail trade extension work. It is also stated:

"Civic improvements, industrial development, good roads activities, improvement of transportation facilities, co-operation with county farm bureaus and improvement of marketing facilities of farmers fall within this category. These community development activities, of course, are very important from the larger viewpoint of retail trade extension. Just what it means to the retail business of a town to have clean and well lighted streets, good schools, good water, attractive parks and playgrounds, ample facilities, busy factories, a prosperous farming country, etc., requires no argument. A bare listing of these various tangible and intangible items indicates their importance to one who has given any thought to the factors which bear upon successful merchandising in any community.

"The essential object of commercial organization retail trade promotion is, of course, the development of business through co-operative effort. The elements which influence its success are co-operation of merchants, quality, suitability, and price of their stocks, service, advertising cam-

EMPIRE HARDWARE COMPANY
Grocers' Butchers' STORE FURNISHINGS Bakers' Restaurants'
SCALES, CANISTERS, SHOW CASES, REFRIGERATORS, Etc.
ELECTRIC COFFEE MILLS
272-274 West Broadway New York City
Write for complete Catalogue

Domino Syrup

Popular for both cooking and table use. The fine cane flavor makes it an unusually delicious spread for griddle cakes, waffles, and French toast.

Housewives find it just right for gingerbreads, pumpkin pies, fruit cakes, plum puddings and candies.

Domino Syrup is a delicious cane sugar syrup made by the refiners of Domino Package Sugars.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown, Golden Syrup.

Rows and rows of Yuban packages are continually going on to the shelves of thousands of grocery stores.

At once off they go into the hands of hundreds of thousands of customers.

These quickly moving packages tell the story of the demand for Yuban.

You will find that Yuban repeats as no other coffee does.

ARBUCKLE BROTHERS

Yuban Coffee Department

NEW YORK PITTSBURG CHICAGO

paigns which will reach the buyers in retail trade areas, displays which attract attention and stimulate buying."

Some of the special methods of promoting retail trade discussed in the bulletin are: Acquaintance Trips and Community Houses, Special Retail Sales Days, Dollar Day Sales, Other Special Day Sales, Spring and Fall Openings, Salesmanship Clubs and Retail Selling Classes, and Compilation of Mailing Lists.

FREE CIRCULATING LIBRARY

Providing free reading for one's customers will help to hold them, to please them and to bring them in more frequently. The plan consists in putting in a small book-case or shelf, if none is already available where can be kept 50 or more good novels, mainly selected from the popular reprints that can be bought at 50 cents or less retail and 37 or 38 cents wholesale. Allow customers to take these books without paying any fee for reading them, but depositing 50 cents which shall cover the loss of the book if it is not returned, but which is to be refunded when the book is brought back. All books should be listed when taken out and an effort made to keep them all circulating as much as possible. The value of the plan lies in the use of the library rather than in its mere existence. A time limit should be made during which a book may be kept without forfeiting all or a part of the deposit. In some instances a fee of a cent or more a day for the use of the books may be charged, though this makes the plan a business proposition instead of an advertising scheme.

MAKING POINTS PLAIN

In order to make the price of an article seem smaller or perhaps more reasonable, the following plan may be used in connection with a display of the goods in the window or otherwise. Arrange a large card and divide the price of the article into as many parts as there are component parts of the article itself. Set down on the card each of these items with its share of the price opposite to it and the whole totaled up at the foot of the column with the total price. Thus a dollar article would perhaps have as many as ten parts, each priced at 10 cents. The 5 and 10 cent stores find this method a good way of selling goods worth more than their price limit.

Want Advertisements

Classified want advertisements under regular heading, $3 for twenty-five words or less. Additional words *four* cents each. *Payable cash with order.*

Miscellaneous

FOR SALE—2½ bag Burns cylinder coffee roaster and milling machine at great sacrifice. Latest gas model, in perfect condition. Will sell at 50% value today. Mazo Bros. Co., Washington, D. C.

FOR SALE—Royal coffee roaster; 75 lb. capacity; nickel plated; style No. 6, with motor; cooling pans; all complete; worth $900.00 will sell for $450.00. J. C. Ross, care Van Dyk, 50 Barclay street, New York City.

FOR SALE—Two Duplex automatic net weighers, nearly new, $75.00 each; one Little Wonder net weigher, $100. Address Box 525, care THE TEA AND COFFEE TRADE JOURNAL.

FOR SALE—Huntley Monitor No. 1 roaster, cooler, stoner and motor complete. In use twelve months. Price $650.00. Mobalo Coffee Co., Mobile, Ala.

Help Wanted

WANTED—Good opening for high class baking powder, extract, tea and coffee salesman desiring to locate in Colorado. Address Box 535, care THE TEA AND COFFEE TRADE JOURNAL.

WANTED—Man acquainted with tea and coffee trade, wholesale and retail, to sell aluminum cooking utensils for premium purposes. To one with experience and proved ability a profitable connection is offered. Address Box 536, care THE TEA AND COFFEE TRADE JOURNAL.

WANTED—One of the fastest growing coffee houses in the Central West needs several experienced salesmen. A splendid opportunity for capable men. Address Box 537, care THE TEA AND COFFEE TRADE JOURNAL.

To Lease For 21 Years
No. 368 Greenwich St., near Franklin
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containing about 15,000 square feet; carrying capacity, 200 lbs. to a foot. Elevator. Possession May 1st, 1921.
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206 Broadway, New York
Telephone Cort. 3314

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A Quality Brand Backed by Persistent Consumer Publicity
It Will Build Your Coffee Trade
MEYER BROS. COFFEE & SPICE CO.
ST. LOUIS

The Quality
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granulated, cubes, confectioners and soft sugars.
The sugar which makes satisfied customers
WARNER SUGAR REFINING CO.
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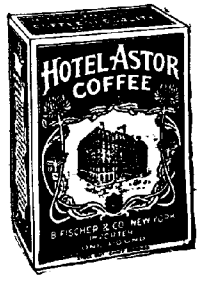
Warner's
PURE CANE
SUGAR

Warner's

The price you pay for
HOTEL ASTOR COFFEE



is always consistent with the market. Consider, too, the standard high quality of the coffee and the progressive advertising campaign in back of it—important factors in the great success of HOTEL ASTOR COFFEE. Recommend it to your customers.

B. FISCHER & CO., Inc.
190 FRANKLIN STREET
NEW YORK

NEW ORLEANS
The Logical Coffee Port—Home of
ALAMEDA COFFEE
Sold only in 1 and 3-lb. Tins
Under Our Trade Mark

CAREFULLY SELECTED FOR PARTICULAR TRADE

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PUT YOUR TRADE WISE

MERCHANTS' COFFEE CO.
of NEW ORLEANS, Ltd.
NEW ORLEANS
B. C. CASANAS, President

THE BUYER'S GUIDE

¶ Being an index of products advertised in this publication, classified for ready reference. ¶ If you fail to locate any needed article, write the "Information Bureau" of THE TEA AND COFFEE TRADE JOURNAL, and full information will be furnished without charge.

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ALUMINUM WARE

Aluminum Products Co., La Grange, Ill.
Sterling Aluminum Co., Erie, Pa.

BAKING POWDER

Federal Pure Food Co., Chicago.
General Chemical Co., New York.
Manhattan Baking Powder Co., New York.
New York Baking Powder Co., Albany, N. Y.

BEANS

Jules Maes & Co., Inc., New York.

CASH REGISTERS

National Cash Register Co., Dayton, Ohio.

CHICORY

Henry Franck Sons, Inc., Flushing, N. Y.
E. B. Müller & Co., New York.

CHINAWARE

The Limoges China Co., Sebring, Ohio.
The Saxon China Co., 302 Baugh St., Sebring, Ohio.
Sebring Pottery Co., Sebring, Ohio.

COCOA BEANS

John Clarke & Co., New York (brokers).
Seggerman Bros., Inc., New York (brokers).

COCOA & CHOCOLATE

Ambrosia Chocolate Co., Milwaukee.
Walter Baker & Co., Ltd., Dorchester, Mass.
W. H. Baker, Inc., Winchester, Va.
Federal Pure Food Co., Chicago.
H. Hamstra & Co., Chicago.
Hooton Cocoa Co., Newark, N. J.

COFFEE—CAFFEIN-FREE

Kaffee Hag Corp., Cleveland.

COFFEE FILLERS

American Cereal Coffee Co., Chicago.
Hillis Cereal Coffee Co., Brooklyn.
Milwaukee Importing Co., Milwaukee.
E. B. Müller & Co., New York.

COFFEE—GREEN

J. Aron & Company, New York.
Wm. Hosmer Bennett & Son, New York.
Brauniing Coffee Co., New York.
J. E. Carret & Co., New York
S. Cassinelli & Co., San Francisco.
Cogollo & Co., Cucuta, Colombia, S. A.
Harry C. Danaher, New Orleans (commission).
Dannemiller Coffee Co., Brooklyn.
Chas. Dittmann Co., New Orleans.
Daniel M. Enright, New York.
Eppens Smith Co., New York.
M. S. Good & Co., St. Louis (brokers).
W. R. Grace & Co., New York and San Francisco.
Hard & Rand, New York and New Orleans.
A. C. Israel Co., Inc., New York and New Orleans.
Leon Israel & Bros., New York.
Jones Bros. Tea Co., Inc., New York.
Geo. W. Lawrence & Co., New York
Livierato-Kidde Co., New York (Mocha).
Mitsui & Co., Ltd., New York.
Monahan Brokerage Co., St. Louis and New Orleans (brokers).
W. J. O'Donohue & Co., New York.
Old Dutch Mills, New York.
Pan-American Coffee Co., Chicago (cultured coffee).
J. W. Phyfe & Co., New York.
S. Pfeifer & Co., New Orleans.
Alex. H. Purcell & Co., New York (brokers).
Riordan, Billard, Lazo Co., Inc., New York.
Ruffner, McDowell & Burch, Chicago, New York, New Orleans, San Francisco (brokers).
Sasco Coffee Co., New York.
Sprague & Rhodes, New York (brokers).
Handelmaatschappy "Transmarina," Inc., New York.
F. G. Varrelman & Co., New York.
Westfeldt Brothers, New Orleans.
Woods, Ehrhard & Co., New York (brokers).

COFFEE MAKING DEVICES

W. H. Bruning, P. O. Box 844, Evansville, Ind.
The Tricolator Co., Chicago.

COFFEE MILLS — ELECTRIC (for store use)

The Braun Company, Philadelphia.
The A. J. Deer Co., Inc., 1127 West St., Hornell, N. Y.
Hobart Mfg. Co., Troy, Ohio.
Landers, Frary & Clark, New Britain, Conn.

COFFEE PUBLICITY

Joint Coffee Trade Publicity Committee, New York.

COFFEE MILLING, CLEANING, SEPARATING, ETC.

Reeve & Van Riper, New York.

COFFEE—ROASTED

Arbuckle Bros., New York.
Chase & Sanborn, Boston.
Dannemiller Coffee Co., Brooklyn.
Denison Harwood Co., Chicago.
Dwinell-Wright Co., Boston.
Eppens, Smith Co., New York.
G. B. Farrington Co., New York.
B. Fischer & Co., New York.
International Coffee Co., New York.
Merchants' Coffee Co. of New Orleans, Ltd., New Orleans.
Meyer Bros. Coffee & Spice Co., St. Louis.
Old Dutch Mills, 65 Front St., New York.
S. A. Schonbrunn & Co., New York.
Ross W. Weir & Co., Inc., New York.
The Widlar Company, Cleveland.
Geo. F. Wiemann & Co., New York.

COFFEE ROASTERS FOR TRADE

John W. Haulenbeck Company, New York.

COFFEE PACKERS (PRIVATE LABEL)

David G. Evans Coffee Co., St. Louis.

COFFEE—SOLUBLE

Soluble Coffee Co. of America, New York.
G. Washington Sales Co., New York.

CONTAINERS

American Can Co., New York (tin and fibre cans).
Arkell Safety Bag Co., New York (paper linings).
Buffalo Corrugated Container Co., Buffalo (corrugated fibre shipping cases).

CHASE & SANBORN'S
HIGH GRADE
COFFEES
AND
TEAS

"The Brands That Brew the Best"

Some merchants achieve a maximum of result with a minimum of effort.
Little EFFORT is required to sell Chase & Sanborn's teas and coffees, but the RESULT is something more than increased sales of Chase & Sanborn merchandise.
Shrewd merchants profit by augmented sales of general groceries stimulated by the trade-building qualities of

CHASE & SANBORN'S
High Grade Teas and Coffees
BOSTON CHICAGO MONTREAL

MACARONI
VS.
POTATOES

All foods are high, but the price of potatoes is and will be *prohibitive* throughout the year. The only thing to do is to get along without them.

PUSH MACARONI AS A SUBSTITUTE FOR POTATOES. It has the same high percentage of food value. It is just as appetizing—easy to prepare—and costs less—much less.

If you are not among those "live ones" who are now distributing HARVEST, write for prices. This is the time of the year to begin.

The Briggs Cereal Products Co.
Cincinnati, Ohio

KAFFEE HAG
IT'S PERFECT COFFEE

KAFFEE HAG COFFEE does not interfere with the sale of your own coffees. It is a perfect caffeine-freed coffee, blended from choicest selected coffees and is intended for those people who are NOT at present drinking ordinary coffee. Instead they are now using numerous cereal substitutes which in recent years have gained tremendously in popularity, interfering with the grocers' coffee sales.

Sell KAFFEE HAG and increase your coffee sales.

AT ALL JOBBERS

KAFFEE HAG CORPORATION
New York City Chicago Cleveland

THE BUYER'S GUIDE

(Continued from page 838)

Canister Co. of New Jersey, Phillipsburg, N. J., and New York (tin and composite cans).
Columbia Can Co., St. Louis (tin cans).
Continental Paper & Bag Mills, New York (paper bags).
Empire Paper Products Co., 155 Bank St., New York (fibre and combination cans).
Federal Tin Company, Inc., Baltimore (tin cans).
Fibre Can Corporation, Chicago (fibre cans).
Fidelity Can Co., Baltimore (tin cans and wooden shipping boxes).
General Can Co., Chicago (tin and fibre cans).
Gille Manufacturing Co., Kansas City (tin and fibre cans).
Hinde & Dauch Paper Co., Sandusky, O. (corrugated fibre shipping cases).
Ideal Corrugated Box Co., Parkersburg, W. Va. (corrugated fibre shipping cases).
Miller Fibre Products Co., Chicago (fibre cans and tubes).
National Paper Can Co., Milwaukee (fibre cans).
Republic Can and Metal Co., Brooklyn (tin cans).
W. C. Ritchie & Co., Chicago (all fibre and tin top and bottom cans).
Rochester Folding Box Co., Rochester, N. Y. (corrugated shipping and folding boxes).
Thomas M. Royal & Co., Bryn Mawr, Pa. (paper bags & cartons).
A. Geo. Schulz Co., Milwaukee (cartons).
Seymour & Peck Company, 917 W. 20th place, Chicago (wooden shipping drums).
Standard Corrugated Box Co., St. Louis (corrugated shipping cases).
Standard Paper Co., Kalamazoo, Mich. (folding paper boxes).
Stanwood Tube and Can Co., New York (composite cans).
St. Louis Paper Can & Tube Co., St. Louis (composite cans).
Star Corrugated Box Co., New York (shipping containers).
Union Bag & Paper Corp., New York (paper bags).
Wels Fibre Container Corp., 101 Front St., Monroe, Mich. (parchment lined fibre cans).

COUNTERS—STORE

Empire Hardware Co., New York.
The Sherer Gillett Co., Chicago.

COLLAPSIBLE TIN TUBES

Peerless Tube Co., New York.
White Metal Mfg. Co., Hoboken, N. J.
A. H. Wirz, Inc., Chester, Pa.

CONDENSED MILK

Carnation Milk Products Co., 1133 Consumers Bldg., Chicago.

ESSENTIAL OILS

Antoine Chiris & Co., New York.
Ungerer & Co., New York.

FLAVORING EXTRACTS

Garrett & Co., Brooklyn.
Price Flavoring Extract Co., Chicago.
C. F. Sauer Co., Richmond, Va.
Van Duzer Extract Co., New York.
The Widlar Co., Cleveland, Ohio.

HERBS

Archibald & Lewis Co., New York.

JELLY POWDER

Arcadia Food Co., New York.

LABELS

Fenton Label Co., Inc., Philadelphia.
Grand Rapids Label Co., Grand Rapids, Mich.
Rochester Lithographing Co., Rochester, N. Y.
Riverside Printing Co., Milwaukee.
Thomas M. Royal & Co., Bryn Mawr, Pa.

LINERS

Arkell Safety Bag Co., New York.
Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich.

MACARONI

Briggs Cereal Products Co., Cincinnati, Ohio.

MACHINERY—CAN MAKING

Samuel M. Langston Co., Camden, N. J.

MACHINERY—COCOA

Jabez Burns & Sons, New York.
Lambert Machine Co., Marshall, Mich.

MACHINERY—COFFEE

The Braun Company, 23rd & Turner Sts., Philadelphia.
Jabez Burns & Sons, New York (factory).
A. J. Deer Co., 1127 West St., Hornell, N. Y. (store).
B. F. Gump Co., 431-437 So. Clinton St., Chicago (steel cut coffee mill).
Hobart Mfg. Co., Troy, Ohio (coffee mills).
Huntley Manufacturing Co., Silver Creek, N. Y. (factory & store).

Lambert Machine Co., Marshall, Mich. (factory).
Laurel Manufacturing Co., Philadelphia (factory).

MACHINERY—EXTRACT

Standard Automatic Machine Co., Rochester, N. Y.

MACHINERY—LABELING

Jagenberg Machine Co., New York.

MACHINERY—MUSTARD

Paul Oehmig & Co., Chicago.

MACHINERY—PACKAGING

E. D. Anderson, Inc., New York.
E. Edtbauer & Co., Chicago (automatic weighers).
Hoepner Automatic Scale Co., Chicago.
Jagenberg Machine Co., Inc., New York.
Johnson Automatic Sealer Corp., Battle Creek, Mich.
National Packaging Machinery Co., Jamaica Plain, Boston.
Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass.
C. T. Small Mfg. Co., Ferguson & Vernon Avenues, St. Louis.

MACHINERY—PEANUT

Jabez Burns & Sons, New York.
A. J. Deer Co., 1127 West St., Hornell, N. Y. (Roaster).
Huntley Mfg. Co., Silver Creek, N. Y.
Lambert Machine Co., Marshall, Mich.
Paul Oehmig & Co., Chicago. (Grinding).

MACHINERY—PEANUT BUTTER

Jabez Burns & Sons, New York.
A. J. Deer Co., 1127 West St., Hornell, N. Y.
Hobart Mfg. Co., Troy, Ohio.
Lambert Machine Co., Marshall, Mich.

MACHINERY—TEA

Jabez Burns & Sons, New York.
Huntley Mfg. Co., Silver Creek, N. Y.

MACHINERY—SOLUBLE COFFEE

Buffalo Foundry and Machine Co., Buffalo, N. Y.

MACHINES—STENCIL

Diagraph Stencil Machine Corp., St. Louis.

MACHINES—WEIGHING

E. Edtbauer & Co., Chicago.
National Packaging Machinery Co., Boston.
Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass.
C. T. Small Mfg. Co., St. Louis.

MEAT CHOPPERS

A. J. Deer Co., 1127 West St., Hornell, N. Y.

Accurate records make it easy to make out an income tax report.

An up-to-date National Cash Register gives complete and accurate records of—

① Cash sales. ③ Received on account.
② Charge sales. ④ Petty cash paid out.

A merchant must have these records to make out his income tax report.

National Cash Register records are printed and added. They are always available and always reliable. There is no other way a merchant can get these records so easily as with a National Cash Register.

Every merchant needs these records once a year for his income tax report. He needs the same records every day to control his business.

We make cash registers for every line of business. Priced $75 and up.

NATIONAL
CASH REGISTER CO.
DAYTON, OHIO.

THE BUYER'S GUIDE

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MEAT SLICERS
A. J. Deer Co., 1127 West St., Hornell, N. Y.

MUSTARD
A. Colburn Co., Philadelphia.

NITRATE OF SODA
Dr. William S. Myers, New York.

MILLSTONES
Paul Oehmig & Co., Chicago.

PIE FILLING
Arcadia Food Co., 174 Hudson St., New York.

PREMIUM SPECIALTIES
Aluminum Products Co., La Grange, Ill. (aluminum ware).
Limoges China Co., Sebring, Ohio (china ware).
Saxon China Co., Sebring, Ohio (china ware).

RICE
Associated Rice Millers of America, New Orleans.
Ralph Goldsmith, New Orleans.

RICE—PACKAGE
Ralph Goldsmith Co., New Orleans.

SCALES—FACTORY
John Chatillon & Sons, 85 Cliff St., New York.
Smith Scale Co., Columbus, Ohio.

SHREDDED WHEAT
The Shredded Wheat Co., Niagara Falls, N. Y.

SEEDS
Archibald & Lewis, New York.
Mitsui & Co., Ltd., New York.

SEALS—GUMMED
Fenton Label Co., Philadelphia.
Grand Rapids Label Co., Grand Rapids, Mich.
Thomas M. Royal & Co., Bryn Mawr, Pa.

SHIPPING DRUMS
Seymour & Peck Co., 917 West 20th Pl., Chicago.

SODA
Federal Pure Food Co., Chicago.

SPICES
Archibald & Lewis, New York.
John Clarke & Co., New York.
The A. Colburn Co., Philadelphia.
W. R. Grace & Co., San Francisco.
J. W. Phyfe & Co., New York.
Handelmaatschappy "Transmarina," Inc., New York.
The Widlar Co., Cleveland.

SPICE GRINDERS
Archibald & Lewis, New York.
The Widlar Co., Cleveland.

STORE FURNISHINGS
John Chatillon & Sons, 85 Cliff St., New York.
Empire Hardware Co., New York.
National Cash Register Co., Dayton, Ohio.
Sherer-Gillett Company, Chicago.

SUGAR BROKERS
M. S. Good & Co., St. Louis.
Ruffner, McDowell & Burch, New York, New Orleans, Chicago and San Francisco.

SUGAR REFINERS
American Sugar Refining Co., New York.
Franklin Sugar Refining Co., Philadelphia.
Warner Sugar Refining Co., New York.

SYRUP—TABLE
American Sugar Refining Co., New York.
Franklin Sugar Refining Co., Philadelphia.
Warner Sugar Refining Co., New York.

TAPE—GUMMED
Liberty Paper Co., 52 Vander[illegible] Ave., New York.

TEA BAGS—INDIVIDUAL
National Urn Bag Co., New York.

TEA BALLS
Upham Food Products, Inc., New York.

TEA BROKERS
Macy Bros. & Gillett, Inc., New York.

TEA EXPORTERS
Francis Peek & Co., Batavia, Java.
Otis A. Poole, 55 Kita Ban-Cho, Shidzuoka, Japan.
Rowley, Davies & Co., 5 Fenchurch St., London.

TEA IMPORTERS
J. Aron & Company, New York.
Carter Macy & Co., New York.
A. Colburn Co., Philadelphia.
Hunt & Co., 96 Water St., New York.
Jardine Matheson & Co., New York.
Jones Bros. Tea Co., Inc., New York.
Mitsui & Co., Ltd., New York.
Murai Trading Co., Ltd., New York.
Francis Peek & Co., Batavia, Java.
Otis A. Poole, Shidzuoka, Japan.
Rowley, Davies & Co., London.
Handelmaatschappy "Transmarina," Inc., New York.
J. C. Whitney Co., New York and Chicago.

TEA PACKERS FOR TRADE
Carter Macy & Co., New Yo[illegible]
David G. Evans Coffee Co., St. Louis.
Reeve & Van Riper, New York.
J. C. Whitney Co., New York and Chicago.

TEA PROPAGANDA
Tea Association of the United States, New York.

TEA—PACKAGE
Chase & Sanborn, Boston.
Dannemiller Coffee Co., [illegible]n.
Denison Harwood Co., C[illegible]go.
Dwinell-Wright Co., Bosto[illegible]
Eppens, Smith Co., New [illegible]
G. B. Farrington Co., New [illegible]
B. Fischer & Co., New [illegible]
International Coffee [illegible] York.
Merchants' Coffee Co. [illegible] leans, Ltd., New Orl[illegible]
Meyer Bros. Coffee & [illegible] Louis.
Old Dutch Mill[illegible]
Rosa [illegible] New
[illegible]mann [illegible] New
The [illegible]r Company, Cleveland.

TRADE MARK SERVICE
Trade Mark Title Co., Fort Wayne, Ind.

URNS—COFFEE
Victor V. Clad Co., Philadelphia.

URN BAGS
National Urn Bag Co., New York.

VANILLA BEANS
M. L. Barrett & Co., Chicago.
Antoine Chiris & Co., New York.
Thurston & Braidich, New York.
Ungerer & Co., New York.

WEIGHERS AND FORWARDERS
Core & Herbert, New York.
Wm. S. Force & Co., New York.
S. Jackson, New Orleans.
G. A. Peyrefitte, New Orleans.
Westfeldt Bros., New Orleans.

WAGON DISTRIBUTORS' SPECIALTIES
Arcadia Food Company, New York (lemon pie filling).
Briggs Cereal Products Co., Cincinnati, Ohio (macaroni).
Federal Pure Food Co., Chicago (food specialties).

Ł. B. MULLER & CO.

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ROCCO CHICORY

quality of Chicory produced by a new process of roasting by indirect firing any carbonizing and allowing in consequence the use of a larger percentage.

ROLL CHICORY A SPECIALTY

ıklin Street, New York Factories in Michigan

CHICORY

HENRY FRANCK SONS, Inc.

FLUSHING, N. Y.

Growers, Dryers, Roasters and Manufacturers of Chicory in all its Various Forms

NO MATTER

)W LOW COFFEE PRICES DROP, THERE'S ALWAYS A CONSISTENT TO USE A GOOD **FILLER** TO REDUCE COST AND MAINTAIN QUALITY.

IN TRADE DEMANDS COFFEE-COMPOUND CONTAINING A TAGE OF GOOD, WHOLESOME, PALATABLE FILLER.

Write for particulars on our products

AMERICAN CEREAL-COFFEE COMPANY

19 WEST CHICAGO AVE. CHICAGO, ILLINOIS

LLIS COFFEE SUBSTITUTES AND LERS ASSURE SATISFACTION

Grade, Roast, Granulation and Price to Meet Your Requirements

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HILLIS CEREAL MFG. CO.

Rodney and Ainslie Streets

BROOKLYN, N. Y.

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Sellers-Brown Co. ... 68
Seymour & Peck Co. ... 678
Sherer-Gillet Co. ... 810
Shredded Wheat Co. ... 832
Small Mfg. Co., C. T. ... 689
Smith Scale Co. ... 777
Soluble Coffee Co. of America ... 690
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Standard Automatic Machine Co. ... 802
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Star Corrugated Box Co., Inc. ... 810
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Warner Sugar Refining Co. ... 837
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